Hey, I am Ulysses, a people centred product leader

Creating products with a positive impact on individuals

[Link to portfolio](#)

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About me

With years of experience in front-end web development, I have transitioned to a product leadership role over the past two years.

Currently, as a Product Lead, I drive product strategy, oversee development, and ensure high-quality delivery. I collaborate with cross-functional teams, conduct market research, prioritise features, and enhance user experience.

By facilitating agile processes and tracking performance metrics, I aim to foster innovation, improve efficiency, and drive product success.

Experience

Product Lead
Yolo Group | Jan 2024 - till now

Oversee the product development lifecycle, lead cross-functional teams, and prioritise features. Focus on user experience, ensuring the delivery of high-quality products. Act as a liaison between stakeholders, manage the product roadmap, and implement best practices to drive continuous improvement.

Technical Product Owner
Yolo Group | Apr 2023 - Jan 2024

Defined the product vision, manage the backlog, and ensured the alignment with business goals. Provided technical guidance, facilitated clear communication, ensuring quality standards, and optimising development processes.

Frontend Engineer
Yolo Group | Jan 2020 - Apr 2023

Implementing visual elements for web applications, translating designs into code, ensuring performance, and maintaining cross-browser compatibility.

Founder
Linkme.bio | Sep 2018 - till now

Company founder, I created the brand and product for the Brazilian market.

Freelancer Developer
Freelancer | Mar 2016 - Jan 2020

I developed websites and tools to help small companies through Marketing Agencies in Brazil. Created and executed marketing plans focused on improving conversion

Business Analyst
Wolters Kluwer Prosoft Brazil | Oct 2009 - Jan 2020

Systems and processes implementation in accounting area. I mapped processes, and created agile solutions. Led training sessions and delivered talks for accountants.

I am also the Founder of Linkme.bio, a landing page creation Micro SaaS optimised for Instagram and TikTok profiles.

The product was created on 2018, from scratch. I wrote the codebase, created the brand, visuals, and marketing strategy. Nowadays it boasts over 500,000 users.

Each project I undertake brings new connections and experiences, continually enhancing my skills and dedication as a professional.

Tools I use

Jira	Figma	VS Code
Google Analytics	Confluence	Plerdy

Education

Systems development technologies
Senac SP | 2013 - 2014

- Focus on understanding the needs, wants, and pain points of the end user
- Identify the key problems or challenges that users are facing
- Collaborate with team to define a problem statement or design challenge that will be address

Systems Analyst, Software development
UNILAGO | 2006 - 2009

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Skills

- **Experienced in crafting and prioritising product roadmaps** aligning strategic business goals and resource availability.

- **Lead for product teams** in developing and executing product strategies, taking projects from idea until reach customers.

- **A data-driven decision maker** that looks on competitive analysis, market research, customer behaviour, and feedback.

- **Versed in best practices in product management**, who knows how to applies them to bring out the best in each team member.

- A professional who can **translate the most complex technical communication into something that anyone can understand** and feel engaged.

- A person who daily **reflects on their role within the human environment, empowers others**, and identifies the next steps for each team member to become a better professional.