

Contact

21970126004 (Mobile)
filvieiras@gmail.com

www.linkedin.com/in/fivieira
(LinkedIn)
www.brokenmachines.com.br
(Company)

Top Skills

Princípios de design
Redação
Carga de trabalho de priorização

Languages

Inglês (Full Professional)

Certifications

500 Mentorship Minutes
Certified LeSS Basics
Top 100 Mentor
Projetando Famílias de Produtos: da
Estratégia à Implementação OCT22

Filipe Vieira

Chief Operating Officer (COO) | Product, Operations & Growth
Executive | 20+ Years Scaling Digital Businesses | Former
Leadership Roles at Gupy, Stays, Ame Digital, B2W & Ingresso.com
| AI & Digital Transformation
Rio de Janeiro, Brazil

Summary

Transforming Products, Empowering People.

I believe every product's mission is to elevate individuals, enabling them to become better versions of themselves. This philosophy has guided me throughout my 20+ year career in product design, development, and leadership across Brazil's top Big Tech companies.

I hold a degree in Graphic Design from PUC-Rio and have honed my expertise with certifications from prestigious institutions such as MIT (Product Family Projects), Project Lab (Risk Project Management), Echthos (MS Project/PMI), and Lean Kanban University (Kanban).

As a Product Director at Stays, I lead strategic initiatives that align digital product innovation with business objectives. Working alongside C-level executives, I help shape the company's vision, ensure a healthy business plan, and develop teams in key areas such as management, data, design, and technology.

Beyond my professional role, I'm passionate about mentorship and knowledge sharing. I serve as a Product and Career Mentor at ADPList and co-founded Broken Machines, a podcast dedicated to advancing knowledge in Product, Design, and Technology.

Highlights of my journey include:

- Leadership roles at major companies like Ideais, B2W Digital, Ingresso.com, Ame Digital, and Gupy.
- Expertise in scaling startups, driving business transformations, and aligning corporate missions with strategic goals.
- A hands-on approach to developing robust product visions and strategies that foster innovation and scalability.

Let's connect to discuss how we can drive impactful changes through product innovation and leadership.

Core Competencies:

Product Vision | Product Strategy | Leadership | Business Transformation | Funded Startups | Scaleups | Scalability | Product Management | Corporate Mission | Entrepreneurship | Board of Directors | Goal Alignment | Strategic Planning | Relationship Building | Lean Management | User Experience | Product Design | Strategic Design | Project Management | Agile Management | Data Analysis

Read my articles: <https://medium.com/@filvieiras>

Listen to my podcast: <https://open.spotify.com/show/0xzkkHTqL3mHRBb72rkI9T>

Get in touch by: filvieiras@gmail.com or +55 21 970126004

Experience

BetSpeed BR

COO / Diretor de Operações e Produto

November 2025 - Present (1 year)

Rio de Janeiro, Brazil

Broken Machines

Co-founder & Product Expert

January 2023 - Present (3 years 10 months)

Rio de Janeiro, Brazil

After more than 20 years working with Design, Product and Technology for large digital platforms, Broken Machines was finally born. We are a small company that believes in knowledge as a transforming power in society. We seek to understand the background of people, projects and companies with empathy, and we use it to conduct and transmit the most suitable content for each situation. We want to generate meaning for people so that they become better versions of themselves. Working fairly and correctly, with continuous improvement and attention to every detail, we deliver products or services with simple, functional and reliable design, with exceptional experience. The goal is to fix what is "broken", and jointly build an evolution that goes beyond the professional by designing digital products on demand, and becoming a consulting and corporate training service. We started our work by creating

audio episodes in a podcast and mentoring designers and product managers around the world on ADPList.

Stays - Sistema de soluções integradas para aluguel de temporada

Director of Product

November 2022 - October 2025 (3 years)

Rio de Janeiro

Product Director | Driving Strategic Growth & Digital Innovation

As a Product Director, I lead the transformation of strategic insights into impactful digital products. Working closely with C-level executives, I shape the company's vision and objectives, ensuring alignment across teams and a sustainable business plan (BP) that fosters growth. My role extends beyond strategy—I develop and mentor teams across Product Management, Design, Data, and Technology, creating a high-performance culture focused on user-centric innovation.

Selected Achievements:

- ✓ Strategic Vision & Business Growth: Implemented the Company Vision Process and structured the 3 Business Horizons (McKinsey Framework).
- ✓ Outcome-Driven Product Development: Introduced OKR-based Product Processes, enhancing focus and execution across teams.
- ✓ High-Performance Teams: Built and scaled Product, Design, Analytics, and Localization teams to support global expansion.
- ✓ Product-Led Growth (PLG) Strategy: Designed a conversion and engagement playbook for Freemium/Free Trial SaaS users, driving sustainable growth.
- ✓ Churn Reduction & User Retention: Developed JTBD-based strategies to redefine product value, reducing churn and increasing retention.
- ✓ Financial Impact: Led financial planning for Product, Design, and Development teams, achieving 30%+ YoY performance improvements.

I thrive on solving complex challenges at the intersection of business, technology, and user experience, always seeking new ways to scale impact through data-driven innovation. Let's connect and explore how we can shape the future of digital products together!

Gupy

Director of Product and Design

January 2021 - December 2022 (2 years)

São Paulo, São Paulo, Brazil

As Director of Product and Design at Gupy, I was responsible for the entire definition and strategic direction of the company. I worked on structuring the Vision, defining Business Objectives with the C-Levels, creating and maintaining a healthy BP for the development of both areas.

Soft Skills

- Experience in managing 6+ technology teams to deliver digital products.
- Preparation, definition and application of OKRs for deliveries by multidisciplinary technology, design and product teams.
- Experience in creating digital e-commerce applications and websites, in addition to SaaS products.
- Research and development of business models for digital products.
- Collaboration in the creation of provisional models with the sales team, to make improvements in the performance of product profitability.
- Analytical thinking and structured knowledge in relation to Performance Metrics required for the maintenance and life cycle of a digital product.
- Guidance on the application of agile methods and a Product organization focused on Outcomes, which always take into account the autonomy of the teams.

Hard Skills

- Defining and monitoring frameworks ranging from tactical to strategic.
- Experience in structuring and evolving Design and Product teams (creation and training of a career path).
- Creation, definition and monitoring of BPs in the product and design areas.
- Preparation of product Roadmaps and OKRs.
- Development of business models (Lean Canvas and BP).
- Jira, Notion, Miro, Confluence, among other agile management and documentation tools.
- Preparation and conduct of user research (JTBD)
- Knowledge and application regarding product and design management processes (Product Management, Double Diamond, among others).
- Analysis of Metrics and definition of Growth Strategies applied to products.
- Knowledge of tools for quantitative and qualitative analysis (GA, FullStory, among others).

Ame Digital

Head of Design and Digital Products, at Ame

April 2018 - December 2020 (2 years 9 months)

Greater Rio de Janeiro

As the Head of Design and Digital Products for Ame's Point of Sale (POS) platform, my role involved a holistic approach to both Product Strategy and Design Execution and a series of intricate and collaborative activities. My responsibilities spanned across the end-to-end Product Lifecycle, from ideation through launch and continuous improvement. The process was aimed at ensuring that the end product was user-friendly, efficient, and that did meet the specific needs of the target market, small and medium store owners.

Main Activities:

Strategic Planning and Vision, User-Centered Design Leadership, Cross-Functional Collaboration, Design System Development and Governance, Innovation and Technology, Integration, UX Research and Design Validation, Design Advocacy and Team Leadership, Product Lifecycle Management, Performance Monitoring and Optimization.

B2W Digital

Product Manager and Senior IT Manager

December 2017 - March 2018 (4 months)

Greater Rio de Janeiro

At B2W, I was responsible for managing teams focused on Design and Front-end Development for its websites (Americanas.com, Submarino.com and Shoptime.com). By bridging the gap between the technical and business aspects of the platform, I aimed to drive its growth, enhance the user experience, and ensure its success in the competitive e-commerce landscape. My role encompassed a broad spectrum of both the Strategic direction and the Operational efficiency of the platform. As a Product Manager, my key activities were: Market Research and Strategy Development, Product Roadmap Planning, Feature Specification and Design Oversight, Customer Feedback and Iteration and Go-to-Market Strategy. As a Senior IT Manager, I was also responsible for: Development Team Leadership, Quality Assurance and Testing and Cross-Functional Collaboration.

Projects and initiatives:

- Design System for Americanas, Shoptime and Submarino;
- Taxonomy, Information Architecture and SEO of B2W brands;
- Management of Design, Front-end, SEO and Taxonomy teams;

Ingresso.com

2 years 11 months

Head of Digital Products, at Ingresso.com

February 2017 - November 2017 (10 months)

Rio de Janeiro, Brazil

Working together with the CEO and the company's board of directors, I was responsible for the strategy, the roadmap and all the definition of features and improvements for Ingresso's digital products (Mobile Apps, Website and POS). From the concept to the development of the products, I had full involvement in all stages of the creation process through a team of Product Managers, Designers and Information Architects focused on delivering results in an agile way and with focus on our users.

Projects and initiatives:

- New positioning (strategies/OKRs after core business changes)
- New Website (after core business changes)
- New Mobile Applications (internalized after core business changes)
- Restructuring of the New Checkout Experience (performance improvement)
- Maintenance and development of processes to the Design and Development teams.

Product and Design Manager, at Ingresso.com

January 2015 - February 2017 (2 years 2 months)

As Product Manager, I worked analyzing the main market conditions, establishing a product vision and investing in changing the company's strategic mindset. I also improved the communication between the main areas so they became more integrated and directed towards common objectives and success indicators for the existing products.

As a Design Manager I worked developing methodologies and processes for the designers, guiding the main decision-making related to the elaboration and creation of interfaces. Always combining product with design and strategy.

Projects and initiatives:

- Restructuring of IT teams
- Agile Training for Teams (Scrum/Kanban)
- Monitoring and Managing different Products
- Processes and dynamics related to the UX/UI Design Team
- Design thinking process application

Ideais

Partner & IT Manager

May 2013 - January 2015 (1 year 9 months)

Rio de Janeiro, Brazil

I became a partner at Ideais after the fusion with my previous company Hiperativa. As partner and manager of the company's Front-end and Design teams, I was responsible for Agile training and some of the company's most important initiatives and startup projects.

Projects and initiatives for our main client, B2W Digital:

- Management of Front-end and Design Teams
- Front-end Development and User Experience Design for the e-commerces: Submarino.com, Americanas.com, Shoptime.com
- Agile Coach of Development Teams

Hiperativa Design

Founder & IT Manager

January 2005 - June 2013 (8 years 6 months)

Rio de Janeiro, Brazil

As managing partner and founder of Hiperativa, a digital design and front-end development company, I was responsible for the management and direction, focused on presenting results, developing products and business strategies. I was also responsible for taking care of the entire HR aspect of the company.

Projects and initiatives for our main client, B2W Digital:

- Management of Front-end and Design Teams
- Front-end Development and User Experience Design for the e-commerces: Submarino.com, Americanas.com, Shoptime.com
- Accessibility guidelines and implementation

K2 Sistemas

Design Intern

2004 - 2005 (1 year)

Rio de Janeiro, Brazil

As a Design Intern at K2, a digital systems agency, my role had a variety of tasks and responsibilities to supporting the design team while gaining hands-on experience in designing for digital products and systems. Under the guidance of more experienced designers, I assisted with various design tasks such as creating wireframes, developing prototypes, and designing elements for applications. I conducted research on design trends, user behavior, and competitive analysis to support the design team's decision-making process. I also worked as a front-end developer using technologies such as HTML, CSS, Javascript, among others. As part of my internship, I was encouraged to work

on projects that could be included in the design portfolio of the agency as well as my own.

Education

PUC-Rio

Designer, Comunicação Visual