Weberson David

Product Manager · Discovery, Strategy and Product Metrics

Uberlândia, Brazil · Remote, hybrid or open to relocation

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SUMMARY

Product professional with 5+ years in B2B and B2C digital products, working in a consultancy with several products at once, at different maturity stages. I lead discovery, define MVP scope, prioritize roadmap and backlog by impact and track metrics after delivery, together with business, engineering and design. In fintech, I worked on a payments gateway, a strategic study for a card and credit issuer and a securitization app.

In e-commerce, our team raised a product page conversion rate to 5.25%, against 2.84% from paid traffic (+85%), validated through an A/B test, and behavior-based segmented journeys increased average order value by 41%. I created Question Led Planning, a method that prioritizes discovery by the risk each question carries for the business metric.

EXPERIENCE

UX Strategy Lead and Product Design Lead · IDK Brasil · Remote Jan 2023 - Sep 2026

Product strategy and building

- Social app for people aged 60+: the decisions that defined the MVP, such as business problem, monetization, staged launch and admin panel scope. Live on Android and iOS, with the next phase on the roadmap.
- Internal marketing automation product with CRO and campaign modules used by several e-commerce clients: roadmap, prioritization and feature launches, redesigns, go to market and onboarding.
- Product definition workshops with clients and cross-functional teams: business model, plans, pricing, features and support.

Discovery and financial products

- Payments gateway (PIX and bank transfers, with reconciliation): half of manual reconciliations ended in refunds. With 4 operational areas and 5 mapped journeys, we found part of the root cause in the business rules and prioritized 24 tasks by frequency, impact and regulatory risk.
- We designed the back office and the merchant area. Fraud prevention, AML and KYC moved inside the system, with 6 API integrations validated with engineering.
- Strategic study for a private label card and credit issuer: business and revenue model, audiences and a competitive analysis of 12 players across 7 dimensions.

Metrics, experimentation and leadership

- Funnel diagnosis combining sales, analytics and campaign data. The new flow reached 5.25% conversion in an A/B test, against 2.84% (+85%, same budget, product and price).
- Using AI in purchase, repurchase and campaign analysis, our team cut a project total delivery time by 27.5%.
- Led the design team with priorities, OKRs and technical guidance, and ran sprints, refinement and weekly alignment on goals and risks with stakeholders.

UX Researcher · Superare · Remote Jun 2021 - Dec 2022

- Set up the team first research operation with real users, building the habit of deciding with evidence.
- Usability tests and UX audits to prioritize improvements by user impact, with recommendations for the product team.
- Standardized handoff documentation, reducing rework between design and development.

OWN PRODUCT

- **Oriia (oriia.com.br):** personalized AI-generated children stories. Built from scratch: value proposition, experience, art direction and an image pipeline on Gemini, built with Claude Code.

SKILLS

Product management: discovery · MVP scoping · roadmap and backlog · prioritization by impact and risk · requirements · go to market · monetization

Data and experimentation: metrics and KPIs · funnel analysis · A/B testing · segmentation · hypothesis validation

Methods: Scrum · Question Led Planning · interviews · usability testing · journeys and service blueprints

Tools: Jira · Confluence · Figma · Miro · GA4 · Power BI · Looker Studio · Excel · Claude Code

EDUCATION

Bachelor of Physics Education (Licenciatura em Física) · Federal University of Uberlândia (UFU) · 2025
Research, hypothesis testing and data analysis

Production Engineering · Centro Universitário FEB · 2010-2014
Discontinued in the final year, with thesis completed: statistical process control in a pharmaceutical plant

CERTIFICATIONS

Product Management, Product Discovery and Product Marketing PM3
Design Leadership ..... BTX School of Design
Product-Led Growth 2.0 and 4.0 ..... BTX School of Design
Lean Design Documentation ..... UFSCar
Business Ideation ..... UFU CIAEM

LANGUAGES

Portuguese (native) · English (intermediate) · Spanish (intermediate)