MARCIA VAZ

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PROFESSIONAL SUMMARY

I am a professional with over 19 years of experience in digital product management and development, working end-to-end in the product lifecycle. I lead agile teams using frameworks such as Scrum, Kanban, and Lean Inception, combining strategic vision with technical decision-making. I also work as a Full Stack Developer, with expertise in React, Vue, Angular, Node.js, and Java, developing scalable solutions focused on performance and usability. I have strong experience in architecture, DevOps, API integrations, and technical SEO practices, blending business vision with technical depth.

EXPERIENCE

TDG Labs - Full Stack Developer   Jan 2008 - Present

- **Developed** scalable full stack applications with Java (Spring Boot), Node.js, Python (Django, FastAPI), React, Vue.js, Angular, and Next.js, focusing on performance, security, and UX.
- **Structured** architectures based on microservices and events, applying DevOps practices with CI/CD (GitLab, GitHub Actions), Docker, Kubernetes, AWS, and Azure.
- **Created** custom e-commerce and CMS platforms with integration to payment gateways (PagSeguro, Stripe), ERPs, and logistics platforms, increasing conversions and automation.
- **Implemented** corporate integration solutions with SAP, Salesforce, and RD Station using REST, SOAP, OAuth2, and messaging (Kafka, RabbitMQ, SQS), reducing manual errors by up to 70%.
- **Developed** landing pages optimized with technical SEO and A/B testing techniques, achieving up to 40% increase in conversions and scores above 90 on Google Lighthouse.
- **Led** SaaS projects with user management, secure authentication (JWT, OAuth2), custom reports, and high availability, serving industries such as healthcare, education, and e-commerce.

Stone - Product Owner   Nov 2021 – Nov 2024

- **Led** the Purchase & Inventory, CRM, and Multibrand squads of the Microvix ERP, impacting 14,000 B2B clients and millions of B2C users. Using agile methodologies such as Scrum and Kanban, ensured continuous improvement of agile metrics and value delivery.
- **Managed** the backlog, prioritized features based on business, product KPIs, and user pain points, overseeing the product lifecycle using Jira and contributing to a 67% improvement in MRR and a 33% increase in LTV.
- **Coordinated** management meetings with stakeholders, clients, and users, presenting product vision and mission, risks, achieved results, and evolution of key KPIs such as CRR and MAU.

- **Conducted** Discovery using ideation, shadowing, and benchmark techniques, generating insights for product development and creating documentation (user stories, PRDs, and presentations) to guide development.

RB Capital - Product Owner   Jul 2018 - Aug 2021

- **Managed** a multidisciplinary team for the RB Trader app using agile methodologies such as Scrum and Kanban via Azure DevOps, promoting communication and collaboration, driving KPIs, value, and continuous improvement.
- **Led** the entire lifecycle from Discovery to Delivery, prioritizing and defining the roadmap aligned with go-to-market strategies, KPIs, and the North Star, focusing on a market of 3.8 million individual investors.
- **Created** executive presentations, Power BI dashboards, competitor benchmarking, and roadmaps showing product gaps, strategies, results, objectives, mission, and vision, generating valuable insights.
- **Defined** remarketing campaigns and growth strategies, increasing the monthly active user base by 38%.

Bradesco Seguros - Product Manager   Jul 2013 - Jul 2017

- **Managed** product development using agile methodologies, engaging multidisciplinary teams, ensuring value generation and focus on product and business goals.
- **Led** the Digital Transformation by automating CRM, ERP, SAP integrations via IPaaS APIs, optimizing processes, improving UX/UI, and increasing operational efficiency by 40%.
- **Defined** the MVP of Bradesco Seguros Mobile in one week using Lean Inception, transforming the app into a major support channel, reducing ticket throughput by 70%.
- **Delivered** Bradesco Seguros Portals, improving UX/UI and efficiency of critical features, ensuring adherence to security compliance.
- **Conducted** the Discovery for critical business area processes, which evolved into microservices that improved productivity by 40%.

Oi S/A - Project Manager   Jan 2012 – Jun 2013

- **Managed** strategic projects such as Minha Oi, increasing customer satisfaction by 40%.
- **Coordinated** stakeholders, software factories, vendors, and internal teams, using Scrum and Kanban for continuous and iterative deliveries.
- **Led** the Ninth Digit project implementation across six states, expanding the numbering base and enabling mobile customer growth.
- **Reported** progress, results, and projections to executives using dashboards and visual timelines, promoting organizational alignment.
- **Planned** roadmaps and communication strategies to highlight value and impact of delivered products.

Supergasbras - Product Owner   Jan 2011 - Jan 2012

- **Led** the creation of the Online Order Portal, a strategic platform for LP gas sales, enabling quick orders via web and app, increasing operational efficiency by 80% and customer satisfaction by 50% (CSat).
- **Conducted** discovery with ideation, observation, and ceremonies, aligning solutions to business and product goals.
- **Supervised** the development team using agile methodologies (Scrum and Kanban), ensuring timely and quality deliveries.
- **Approved** and validated features, achieving 98% success in integrated testing.
- **Strengthened** Supergasbras's position as a market leader, raising service standards for residential and commercial clients.

Optiva Inc. - Business Analyst   Jan 2010 - Jan 2011

- **Worked** on the Optiva BSS project from conception to delivery of TIM's Liberty and Infinity plans, which generated R$2.2 billion in net profit in 2010, representing 176% growth.
- **Facilitated** integrations between teams in Brazil (SP and RJ) and Germany, ensuring international alignment and delivery cohesion.
- **Led** discovery with business areas, using ideation techniques to gather requirements and generate strategic insights.
- **Monitored** development team performance with the tech lead, ensuring high-quality, on-time deliveries.
- **Supported** implementation of prepaid solutions in Latin America, optimizing user experience and resolving recurring issues.

BNDES - Full Stack Java Developer   Jan 2009 - Jan 2010

- **Worked** on the modernization of the Gtel Celular system, migrating a VBA application to a web-based Java architecture, optimizing administrative request management for employees on business trips.
- **Collected** requirements from stakeholders, aligning operational needs with the new digital solution.
- **Developed** the application using Java, JSP, HTML, CSS, JavaScript, Struts, Hibernate, and Tableless, promoting usability and scalability.
- **Restructured** the database, migrating from Microsoft Access to MySQL, ensuring greater performance and data integrity.
- Modeled processes and systems with UML (Jude), documenting functionalities to support integration between technical and business areas.

Casa & Vídeo - Tech Consultant   Sep 2008 - Dec 2008

- **Developed** the Varejo 360 platform in Java, applying Scrum and the MVC architecture pattern, impacting the Administration, Stores, and E-Commerce areas, with operational gains in over 200 units and more than 1 million customers served.
- **Created** UML diagrams to model complex systems, facilitating alignment between technical and business areas.

- **Conducted** technical and functional requirements gathering with stakeholders and end users, ensuring adherence to operational needs.
- **Contributed** to the scalability and integration of the company's physical and digital operations, improving the customer journey.
- **Worked** with Java, JSP, Struts, EL, JSTL, JavaBeans, HTML, CSS, JavaScript, Connection Pool, JBoss/Tomcat, and SQL Server.

Montreal Oficial - Tech Leader   Mar 2008 - Sep 2008

- **Developed** robust web systems in Java and C# for the ECM area, focusing on major clients such as Receita Federal, Dataprev, and Petrobras, increasing operational efficiency and information security.
- **Performed** mass document scanning with Kofax Ascent Capture, structuring a data lake for large-scale data analysis and strategic insights.
- **Created** management reports with Reporting Services, optimizing data analysis and decision-making.
- **Integrated** critical systems, ensuring data integrity and security in high-demand environments.
- **Used** technologies such as Java (Servlet, JSP, JSTL, JavaBeans), C#, HTML, JavaScript, CSS, Tomcat, and SQL Server.

Grupo Multi - Tech Leader   Mar 2007 - Mar 2008

- **Led** the development of ERP Datka modules, covering inventory, finance, HR, CRM, and reporting, optimizing operations in a retail company.
- **Automated** critical processes, reducing operational errors by 40% and increasing the reliability of management routines.
- **Coordinated** cross-functional teams, ensuring on-time and on-budget deliveries.
- **Conducted** training and support for end users, ensuring a smooth transition to the new system.
- **Developed** using Perl (CGI), HTML, JavaScript, CSS, Tomcat, and PostgreSQL, delivering a robust and integrated solution.

Polícia Federal - Full Stack Developer   Sep 2006 - Mar 2007

- **Developed** the Sintelig system in Java to support intelligence operations, identifying traces and building evidence trees for Rio de Janeiro's most wanted criminals.
- **Implemented** critical features that increased investigation efficiency by 25%, directly contributing to the fight against organized crime.
- **Created** intuitive and responsive interfaces with HTML, CSS, and JavaScript, facilitating usability by field and analytical agents.
- **Ensured** compliance with strict security and privacy standards, integrating robust solutions with support from the information security team.
- **Worked** on full stack development using Java, JSP, Servlets, Tomcat, and PostgreSQL, ensuring application performance and stability.

EDUCATION

- Product Product Management – PM3 – May 2024
- Executive MBA in Project Management – UCB – April 2013
- Bachelor's Degree in Information Systems – UNESA – December 2009

CERTIFICATIONS

Product Management PM3 • Product Discovery PM3 • Management 3.0 • Scrum Fundamentals Certified (SFC) • Cobit Foundation • Itil V3 • ISO/IEC 20000 • Confluence • Trello • Jira • OCJA • OCJP

SKILLS AND TOOLS

Lean Inception • Design thinking • Management 3.0 • Power BI • Figma • OKR • KPI • SQL • Data Driven • DevOps • Risk Management • BDD • User story mapping • Conflict Resolution • User Stories • Team Leadership • Negotiation • API Integration • Product Growth • Innovation • Team Management • B2C • B2B • Roadmap Management • North Star Metric • MosCow • Git • GitHub/GitLab • Java • Spring Boot • Node.js • JavaScript • HTML • CSS • JSP • Struts • Hibernate • React • Vue.js • Angular • PostgreSQL • MySQL • MongoDB • SQL Server • NoSQL Docker • Kubernetes • CI/CD • AWS • Azure • Tomcat • JBoss • UML • Reporting Services • Swagger/OpenAPI • Event-Driven Architecture • Microservices • Modular Architecture • Redis • REST • SOAP • OAuth2 • Webhooks • SaaS

LANGUAGES

- Portuguese – Fluent
- English – Intermediate