








Hey, I'm **Ulysses**,
a people-centred
product leader

Creating products with a
positive impact on individuals

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About me

With a foundation in front-end engineering and several years in product management, I now serve as Head of Product, leading the payments area at Yolo Group.

In this role, I define vision and strategy, guide a team of product managers, and ensure the delivery of high-quality, user-centred solutions.

By aligning business goals with customer needs and fostering collaboration across teams, I focus on driving innovation, efficiency, and measurable product success.

Experience



Head of Product
[Yolo Group](#) | Oct 2024 - till now

Lead the payments product area, managing a team of product managers while shaping the long-term vision and strategy. Turn company goals into actionable roadmaps, align stakeholders, and ensure every release meets the highest standards of quality and usability.



Lead Product Manager
[Yolo Group](#) | Jan 2024 - Sep 2024

Turned user insights into product opportunities, defined roadmaps, and delivered features that improved customer experience and business performance.



Technical Product Owner
[Yolo Group](#) | Apr 2023 - Jan 2024

Bridged business and engineering by shaping technical requirements, clarifying priorities, and streamlining delivery to keep teams focused and efficient.



Frontend Engineer
[Yolo Group](#) | Jan 2020 - Apr 2023

Built fast, reliable, and user-friendly interfaces, turning complex designs into smooth web experiences with a strong focus on performance and usability.



Founder
[Linkme.bio](#) | Sep 2018 - till now

Built and launched for the Brazilian market, handling everything from branding and product development to coding, marketing, and growth.



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

A bit more about me

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

The product was created in 2018, from scratch. I wrote the codebase, created the brand, visuals, and marketing strategy. Today, the platform serves over 1 million 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



Postgraduate Specialisation in Systems Development Technologies

Senac SP | 2013 - 2014

- Focus on modern software engineering practices, including distributed systems, databases, and cloud architectures.
- Coursework in software design patterns, data structures, algorithms, and emerging web/mobile technologies.
- Strengthened ability to bridge business requirements with scalable technical solutions, foundation for product-engineering collaboration.



Bachelor's Degree in Systems Analysis and Software Development

UNILAGO | 2006 - 2009

- Core training in programming, databases, software design, and IT project management.
- Built a strong foundation in systems analysis, requirements gathering, and application development.
- Capstone project: Developed a dynamic scheduling system to automatically generate teachers' semester timetables based on individual workload, reducing manual effort and scheduling conflicts.

Skills

- **Experienced in crafting and prioritising product roadmaps** aligning strategic business goals and resource availability.
- **Led product teams** in developing and executing product strategies, taking projects from idea until reach customers.
- A **data-driven decision maker** who relies on competitive analysis, market research, and customer insights.
- **Experienced in best practices in product management**, who applies product management best practices to bring out the best in each team member.
- Able to translate complex technical concepts into clear, engaging communication **into something that anyone can understand** and feel engaged.