

Eduarda Loureiro

Senior Product Manager | AI Product Builder | Product Strategy

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Professional Summary

Senior product professional with experience across B2B SaaS, enterprise e-commerce, mobile applications, blockchain, accessibility, and AI-assisted product development. Skilled in product strategy, discovery, roadmap prioritization, requirements definition, stakeholder management, and cross-functional delivery. Experienced working remotely with international teams and translating complex customer and business needs into scalable digital products.

Core Competencies

Product Strategy; Product Discovery; Roadmaps; Product Lifecycle; PRDs; User Stories; Acceptance Criteria; Agile; Scrum; Stakeholder Management; User Research; Usability Testing; Product Analytics; B2B SaaS; Enterprise Software; E-commerce; Mobile Products; Blockchain; Web3; Accessibility; AI Product Development

Professional Experience

Compass UOL

Oct 2025 – Present

Senior Product Analyst / Natura and Avon

Brazil

- Lead product initiatives for digital catalog and e-commerce operations supporting Natura and Avon across Brazil and LATAM.
- Structure product data, SEO content, workflows, requirements, backlog priorities, and cross-country stakeholder alignment for enterprise catalog processes.
- Translate operational and business needs into scalable product specifications, process automation opportunities, and delivery plans.

Qintess

Aug 2025 – Oct 2025

Senior Requirements Analyst / Public Healthcare Project

Brazil

- Gathered, analyzed, and translated business needs into functional requirements and product specifications for enterprise healthcare software.
- Collaborated with stakeholders and technical teams to clarify scope, reduce ambiguity, and support predictable delivery.

Nutcache

Feb 2024 – Aug 2025

Product Owner / B2B SaaS

Canada, Remote

- Owned roadmap execution for an international SaaS platform, partnering with engineering, QA, design, and business stakeholders from discovery through launch.
- Authored PRDs, user stories, acceptance criteria, and release requirements for invoicing, workspace, calendar, workforce management, and usability improvements.
- Used customer feedback, market research, usability testing, and product metrics to prioritize enhancements and improve user experience.

Elixir / xx network

Feb 2020 – Aug 2023

Quality Assurance Test Engineer / Mobile and Blockchain Products

Remote

- Supported quality and release readiness for xx messenger and Haven, privacy-first Android and iOS applications within the xx network blockchain ecosystem.
- Executed functional, regression, usability, and end-to-end testing while collaborating with international product and engineering teams.
- Documented defects, validated fixes, and helped improve cross-device stability and the quality of global mobile releases.

Deltaexpresso Coffee

2018 – Aug 2019

Marketing Manager

Recife, Brazil

- Led brand, customer experience, communications, and marketing initiatives for a consumer retail business.

Red Bull

Jan 2012 – Dec 2015

Marketing Intern; Field Marketing Specialist, Northeast

Recife, Brazil

- Planned and executed regional marketing, CRM, events, consumer activation, budget management, and field-team initiatives across Northeast Brazil.

Selected Product Project

HUS

2026 – Present

Founder and Product Manager / AI-assisted healthcare management platform

- Defined product strategy, roadmap, subscription model, UX, privacy requirements, and data architecture for a platform designed to help families manage medications, appointments, exams, and health records.
- Used AI-assisted development tools to accelerate discovery, prototyping, requirements definition, and product delivery across web and mobile experiences.

Education

Universidade Catolica de Pernambuco

2011 – 2014

Bachelor's Degree in Advertising and Marketing Communication

Certifications

Product Strategy Certified (PSC™); Scrum Fundamentals Certified; Certified Web Professional – Web Accessibility Specialist (CWP); Preliminary English Test; Marketing, Communication, Arts & Culture; Productivity and Time Management

Tools and Technologies

Jira; Confluence; Figma; Miro; Notion; GitHub; Lovable; Replit; Supabase; Firebase; PostgreSQL; Prisma; React; React Native; Next.js; Generative AI tools

Languages

Portuguese – Native or Bilingual; English – Professional Working Proficiency