



EDVANIA PEREIRA

edvaniawork@gmail.com

SENIOR PRODUCT MANAGER

linkedin.com/in/edvaniasouza

Platform · APIs · AI in Product · Fintech

edvaniapereira.com

Products driving \$2B+ in credit potential

Sao Paulo, Brasil

KEY IMPACT

\$2B+

credit potential unlocked

87K+

candidates competed against

40%

engineering effort reduced

4+ yrs

at Itau Unibanco

CORE SKILLS

- Product Strategy
- Platform Product Mgmt
- API Design & Integration
- AI Product Management
- Technical Discovery
- Roadmap Definition
- Stakeholder Management
- Data-Informed Decisions
- SQL & Metrics
- Agile / OKRs

TOOLS

- Power BI
- SQL Server
- Jira / Confluence
- Figma
- Lovable / Vibe Coding
- Cursor / AI Agents

LANGUAGES

- Portuguese (Native)
- English (Professional)
- French (Elementary)

CERTIFICATIONS

- AI Product Management Specialization
- Power BI 40h — Impacta, 2026
- SQL Server I — Impacta, 2025
- Product Manager — Coderhouse, 2023
- Emotional Intelligence 2.0 — 2022
- Vibe Coding — Lovable, 2026

PROFESSIONAL SUMMARY

Selected among 87,000+ candidates for Itau Unibanco's Trainee Program. Senior PM with 4+ years building platform products, APIs, and AI-powered capabilities in high-complexity financial environments — at the intersection of business strategy, technical architecture, and product delivery.

EXPERIENCE

Product Manager

Itau Unibanco

Jan 2021 – Oct 2025 | Sao Paulo, Brasil | Hybrid

- Led platform initiative that unlocked **R\$12B+ (\$2B+)** in credit potential through structural architecture redesign
- Designed guarantee selection flows, launching MVP with digital savings as collateral
- Contributed to legacy-to-modern migration, eliminating mass operational shutdowns
- Implemented observability automations, reducing engineering manual effort by **~40%**
- Conducted technical discovery, backlog prioritization and roadmap definition across multiple products
- Built enabler capabilities: preferences, notifications and transactional receipts via APIs
- Used SQL and product metrics to support data-informed decisions

Product Management Reviewer & Mentor (Part-time)

Coderhouse

Feb 2024 – Apr 2024 | Remote

- Technical mentoring on discovery, problem framing, prioritization and roadmap
- Structured feedback on deliverables based on product market best practices

Product & Data Analytics Intern

Skore

Dec 2019 – Jan 2021 | Sao Paulo, Brasil

- Built automated dashboards tracking acquisition, activation, engagement and retention
- Conducted A/B tests and hypothesis validation to guide feature evolution
- Synthesized qualitative community feedback to support product improvements

EDUCATION

Bachelor's Degree — Social Communication, Multimedia

Pontificia Universidade Catolica de Sao Paulo (PUC-SP)

2015 – 2020

VOLUNTEERING & LEADERSHIP

Career Mentor | Fridas | 2022

Mentored women in career transition, supporting professional development and corporate market entry.

Founder & Leader — Diversity Academy | Skore | 2019–2020

Founded internal D&I initiative, leading cross-functional teams and awareness programs.