

YURI LIMA

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Product leader with 10+ years in marketplaces and growth, leading teams and driving conversion, liquidity, and product strategy. Recently shifted back to hands-on building using AI to move from idea to working product in days instead of weeks. I focus on solving problems, simplifying decisions, and shipping fast, while driving outcomes.

Recent Build

Djinx Live (<https://djinx.live>) — AI-Powered Investment Opportunity Platform

- Launched AI-native product from concept to production as sole builder (product, engineering, design, algorithm, analytics, and go-to-market) using AI-assisted development workflows
- Designed scoring model combining dividend history, valuation, fundamentals, risk, momentum, news, and market sentiment and trends
- Built automated data pipeline using BRAPI, Firestore, GitHub Actions, and LLM-based news analysis
- Shipped full auth system, real-time portfolio tracking, and news intelligence pipeline

Experience

Sr. Product Manager — Getmyboat & Boatsetter

June 2022 | Present

- Increased booking conversion +30% YoY through rapid experimentation and funnel optimization
- Built analytics pipeline (Snowflake, GA4), reducing insight time from 3 days to under 1 hour
- Redesigned search ranking using behavioral and supply signals to improve match quality
- Shipped 15+ experiments per quarter across pricing, checkout, and discovery
- Built internal tools and AI workflows, reducing experiment cycles from weeks to days and freeing 40% of time

Head of Product — Poliedro

September 2020 | June 2022

- Drove DAU/MAU from 0.22 → 0.68—users went from 1.5 days/week to 4.8 days/week usage
- Rebuilt core product loops: daily assignments, streak systems, real-time collaboration, progress tracking
- Improved activation +80% and cut onboarding time 50%

Head of Product & Technology — Positivo

July 2015 | June 2020

- Led transition from monolith to scalable cloud platform in 12 months
- Developed enrollment system and assessment tool supporting 100K+ annual transactions (99.8% uptime)
- Created AI essay validation tool converting handwritten papers into corrected essays, reducing validation time from weeks to a single day

Head of Product, LATAM — QBS Learning

May 2013 | April 2015

- Orchestrated cross-functional teams across Brazil, India, and the US to deliver enterprise workflow systems
- Built standardized product delivery workflows supporting 5+ clients across LATAM, maintaining quality and speed

Additional Experience

Contractor — Cordova (Product Management) | 2024-Present

Consultant — 2U (AI & Product Initiatives) | 2024-Present

Early Career — Product Design & Engineering | 2004–2013

Education

MBA in Business Intelligence, Universidade Positivo

Data Science For Business Leaders, Udacity

Computer Science, Stanford

Bachelor in Graphic Design, Centro Universitário Belas Artes de São Paulo

Certifications: SAFe® Agilist, SAFe® Product Owner/Product Manager (September 2021)

Technical Stack & Capabilities

AI & Prototyping: LLM integration, prompt engineering, Claude Code, OpenAI API

Development & Automation: Python, JavaScript, Google Apps Script, REST APIs, GitHub

Data & Analytics: Snowflake, SQL, Google Analytics (GA4), Tableau, Grafana

Experimentation & Growth: A/B testing, funnel optimization, pricing, liquidity & marketplace dynamics

Infrastructure & Systems: Datadog, Contentful