

Lucas Brás

Product Manager · Product Owner

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- Uberlândia, Brazil (UTC-3) • Open to contract or full-time

Twelve years across design, leadership and product. For the past five years I owned the internal product of a three-company group: discovery with the business areas, my own backlog and roadmap, **20 modules in production** and the unified data layer that now feeds the company's BI, integrating ERP, HCM and the commercial system. I measure delivery by the KPI of the area itself: in recruiting, time to hire fell from **30 to 60 days down to 6 or 7**. Before that I led a **team of seven** and took to launch the MVP of a product for the company's client base. I started my career as a front-end developer, and that is why I can carry a product decision all the way to what is live.

EXPERIENCE

Bittar Neurociência

Oct 2021 - Jul 2026 · Uberlândia, Brazil

Product Manager · Bittar Neurociência

Aug 2025 - Jul 2026

Owner of the group's internal product, from discovery through to delivery in production, with the operation running and without stopping a single department for the improvements to happen.

- Mapped the processes of every department and the boundaries where they hand work to one another, and that map produced the **prioritized backlog**, kept in ClickUp. I spread the practice across the whole company, with lists, custom statuses and prioritization by department: that visibility is what made it possible to automate and connect the areas.
- Ran **discovery** with the business areas and turned the outcome into **20 internal modules in production**, each solving a concrete problem for one of them.
- Measured success by the **KPI of the area itself**, not by the delivery: in recruiting, the tracking and the automations I put in place brought time to hire down from **30 to 60 days to 6 or 7**, exposing bottlenecks and activities that did not even belong to the department.
- Every solution started as a document and became a flowchart in FigJam, which served as the **roadmap** and as the deadline agreement with stakeholders. The ritual followed the size of the problem: **Scrum** on the larger projects, continuous flow on the rest, always with a **validation cycle of 3 to 10 days** with the people who used it and a weekly review when the process crossed two departments.
- Identified, unprompted, that the group's systems did not talk to each other, and built the **unified data layer** that now feeds the company's BI, integrating ERP, HCM, the commercial and registry system, and ClickUp. No number circulated before it was validated with the person who owned the process that generated it.
- Structured at the source provision data that had never been visible, unlocking one of the components of the **contribution margin** calculation.
- Brought automation and applied AI into the daily routine of the business areas, under a flow-mapping model of my own: trigger, action, outcome.

Head of Design · Bittar Neurociência

Feb 2024 - Jul 2025

Led the design area across the group's three companies, reporting directly to the president.

- Managed a **team of 7**, five designers and two copywriters, with responsibility for hiring, individual development and workload distribution.
- Prioritized the project queue across three companies with competing audiences, deadlines and needs.
- Took to launch the **MVP of a product for the company's partner client base**, defining scope and priority, coordinating the development team and specifying the interface.
- Also responsible for the interface of the group's other digital products and for all visual communication.

Product Designer · Bittar Neurociência

Oct 2021 - Jan 2024

- Built from scratch the **design system** the company did not have, adopted across every product and department. I built adoption bottom-up: I listened to each department to understand what was getting in their way and designed standards that would not make anyone's work harder, taking the system to the president only afterwards.
- Helped build the platforms for apprentice learning and for connecting the group with its partner companies, and built an internal CMS for publishing and standardizing video lessons, a demand that exploded during the pandemic.

Independent practice

Sep 2018 - Dec 2022 · Americana, Brazil

UX/UI Designer

Sep 2018 - Dec 2022

Services provided through my own company, for agencies and direct clients.

- UX and UI for large companies, among them **John Deere, Volvo** and **SEBRAE**, the Brazilian national small-business agency: research, information architecture, flows and interface, through to specification for development.
- Prototyped internal proposal and quoting systems, and a system that let clients configure their own website. Also full visual identity for brands in the Campinas region.

RETINA Web Design

Oct 2014 - Jul 2017 · Americana, Brazil

Co-founder · UX/UI and Front-end

Oct 2014 - Jul 2017

Web design agency founded as a 50% partnership, with over **200 active clients** and a team of five during my time there. My side of the business was production: I designed and coded the deliverables in HTML, CSS, JavaScript and jQuery, always starting from understanding the client's brand before designing the site.

Precisou Achou

Feb 2013 - Sep 2014 · Americana, Brazil

Web Designer

Feb 2013 - Sep 2014

First job. Built institutional websites from templates, with layouts designed in Photoshop when the project called for it.

EDUCATION

MBA in UX Design, Research Operations and Design Leadership · UniFAST (Faculdade de Administração, Saúde e Tecnologia). University extension course, in partnership with Toronto School of Management

2024

COURSES AND CERTIFICATIONS

UX Unicórnio · Leandro Rezende	2023
UI Boost · Gilberto Prado	2022
ID Class, visual identity for brands · Marcelo Kimura	2020

SKILLS

PRODUCT	Discovery, Backlog and prioritization, Roadmap, Scope definition, Requirements specification, Metrics and KPI, Stakeholder management, Development team coordination, Scrum, Kanban
PROCESS	End-to-end process mapping, Systems integration, Automation, Data consistency and validation, ERP, HCM, CRM, BI
DESIGN	Design systems, UX, UI, User research, Information architecture, Prototyping
TECHNICAL	HTML, CSS, JavaScript, Node.js, REST APIs, SQL, Git
TOOLS	ClickUp, Figma, FigJam, n8n
LEADERSHIP	Team of 7, Hiring and development, Prioritization across business units, Reporting to board and president
LANGUAGES	Portuguese (native), English (advanced reading and writing, basic conversation)

Available for contract work through my own registered company. The projects described here are covered by a non-disclosure agreement: I can walk through process, decisions and outcomes in conversation, without exposing client screens or data.