

# LUIZ GUSTAVO FAUSTINO VIANA

## SENIOR PRODUCT ANALYST

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### PROFESSIONAL SUMMARY

Senior Product Analyst with over 7 years of experience connecting technology and business strategy in agile environments. I operate at the intersection of product, technology, and business, transforming strategic needs into digital solutions with measurable impact on customer experience and operational efficiency. My work combines strategic vision with hands-on execution, with a strong data-driven approach. I have experience leading critical digital products, working from requirement definition and prioritization through to continuous value delivery for the business. I lead backlog validation and prioritization, ensuring alignment with business rules and a strong focus on value delivery, and present sprint results to C-level stakeholders (CEO, CTO, and leadership), translating technical outputs into strategic impact. I develop advanced SQL analyses to generate actionable insights and support decision-making, as well as enable key users and internal teams, increasing autonomy and accelerating system adoption. I also manage and evolve institutional websites in WordPress, focusing on SEO, performance, and accessibility (WCAG), and act as a bridge between product and engineering teams in agile environments (Scrum). My technical stack includes SQL, PHP, Laravel, WordPress, JavaScript, HTML5/CSS3, Git, and REST APIs. I am passionate about Product Management, Product Analytics, and Business Intelligence, areas where technology, data, and strategy converge to drive scalable impact.

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### EXPERIENCE

#### Senior Product Analyst, Avantto

March 2023 - Present

- Validate backlog requirements with business and development teams, ensuring compliance with executive aviation sector rules and value-based prioritization for clients.
- Present sprint results to C-level (CEO, CTO, VP) and managers, translating technical deliveries into business impact and facilitating strategic decisions.
- Develop complex SQL reports (MySQL) for operational data analysis, supporting executive decision-making.
- Train internal teams and key users on aircraft and quota holder management system, reducing support dependency and accelerating adoption of new features.
- Led complete redesign of corporate WordPress website (+6,000 visits/month, WCAG accessibility, SEO, internationalization), elevating company's digital presence.
- Presented and validated critical system migration (v2.11.7 → v3.0.0) to C-level, ensuring zero downtime for operations of +1,400 takeoffs/month.
- Implemented cross-functional validation process (business + dev), reducing rework by 40%.
- Complete redesign of corporate website focused on performance, conversion, and high-end client experience (+500 active quota holders).

#### Wordpress Developer & Product Analyst, Aid Collective

December 2021 - June 2024

- Developed and maintained WordPress websites for multiple clients, ensuring performance, SEO, and accessibility.
- Managed projects in partnership with company partners, validating deliveries with end clients and ensuring alignment with business objectives.
- Implemented SEO optimizations resulting in increased organic traffic and conversions for clients.
- Conducted direct client interactions for requirements gathering, delivery validation, and feedback-based adjustments.
- Customized solutions with SCSS and JavaScript to meet specific client needs.

#### Technical Support Team Lead L2 & Data Analyst, Grupo Net Sao Jose

January 2021 – December 2021

- Managed N2 support team establishing clear goals and measurable action plans, increasing team efficiency and performance.
- Structured Power BI dashboards for sector performance analysis, facilitating assertive planning and quick decisions.
- Developed individual performance reports for technicians, enabling continuous monitoring and professional development.
- Created monthly reports with strategic KPIs, identifying bottlenecks and generating improvements in internal processes.
- Conducted structured training for successor, ensuring efficient leadership transition.

Further information on LinkedIn.

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### EDUCATION

#### Technologist Degree in Information Technology Management

2014-2017

FATEC Prof. Joao Mod

#### Technical Degree in Informatics

2011-2012

ETEC Prof. Jose Sant'Ana de Castro

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### ADDITIONAL INFORMATION

**Skills:** HTML5, CSS3, SASS, JavaScript, Bootstrap, jQuery, Wordpress, PHP, Python, MySQL, SQL, Vue, Laravel, Git, GitHub, technical documentation creation, user support and training, SEO, technical/business presentations, Cloudflare, AWS, Docker, React, Python.

**Certificates:** IT Essentials (CISCO), CCNA Exploration: Network Fundamentals (CISCO).

**Tools:** Power BI, Excel, MS365 Apps, VSCode, Monday, MS Teams, Table Plus, OhMyZSH, Cursor, Notion.

**Methodologies:** Scrum, Kanban.

**Languages:** Native Portuguese, Professional English, Intermediate Spanish.