



CAMILA FREITAS RIBEIRO

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SUMMARY

I'm a technology generalist passionate about software development, product management and design—mostly, an eternal student of those crafts. My contribution has so far spanned through a wide range of industries: I've managed products in banking, transportation, housing rental and classifieds marketplaces.

My passion for product management comes from the cross-disciplinary nature of the role and from the learning possibilities: I particularly enjoy working with digital analytics, SEO, user experience, UI design, user research, AI and conversion optimisation.

My core professional values: direct communication, pragmatism, extreme dedication, GSD attitude, empathy, focus on details and strategy, leadership through example and excellence in day-to-day execution. My core guideline as a PM: work in agile environments to build enjoyable products with reduced cognitive load for an optimal conversion towards both individual transactions and customer lifetime value.

SKILLS

- Product Management
- User Research
- Data analysis
- Leadership
- Prototyping
- SEO
- Product Discovery
- Design
- Artificial Intelligence

LANGUAGES

Languages: Portuguese (Native) • English (Fluent C2) • Spanish (Fluent C2) • French (High Intermediate B2) • German (High Intermediate B2)

EXPERIENCE

Director of Product, Engineering and Design | METYCLE Köln, Germany | Jun/2023 - Present

- METYCLE is a digital platform for international secondary metal trade based in Germany, founded in 2022 by Sebastian Brenner and Rafael Suchan and on track to be the world's most efficient and convenient marketplace for secondary metals.
- Define and execute product vision, strategy and OKRs aligned with company growth targets, translating business objectives into a prioritised product roadmap
- Lead and scale a cross-functional team of product managers, software engineers and a designer; establish engineering and design best practices across the organisation
- Drive end-to-end product discovery including market analysis, competitor benchmarking and qualitative user research to identify high-impact opportunities
- Own executive-level strategic communication, aligning C-suite, investors and departmental stakeholders on product direction and milestones
- Cultivate a culture of experimentation, introducing rapid prototyping workflows
- Mentor and develop product, design and engineering talent; implement structured career growth frameworks.

Head of Product | heycar Group

Berlin, Germany | Mar/2021 - May/2023

- heycar is a used car marketplace funded by VW, Renault, Daimler and Allianz; millions of monthly active users across Germany, UK, France and Spain.
- **Jun/2022 - May/2023 (Head of Product):** Managed 5 product managers across Germany, France and Spain; led research, concept and delivery of the global frontend platform for classifieds and transactional commerce. Defined product KPIs and OKRs across market teams, driving alignment between local execution and global platform strategy.
- **Mar/2021 - Jun/2022 (Senior Product Manager):** Improved search, SRP, home page and ad detail pages, delivering measurable gains in user engagement and lead conversion rates. Ran continuous quantitative and qualitative user research to validate hypotheses and inform data-driven product decisions.

Senior Product Manager and UX Researcher | OLX Group

Berlin, Germany | Oct/2017 - Dec/2020

- OLX is a global classifieds platform operating in 60+ countries, #1 mobile C2C marketplace app in 22 markets. It is also the largest online classified ads company in India, Brazil, Pakistan, Poland, Portugal and Ukraine.
- PM – Location Intelligence: Delivered intent-sensitive location features for the real estate vertical, enabling neighbourhood-level insights that improved search relevance and buyer engagement
- UX Researcher – Discovery & Customer Safety: Executed qualitative research programmes (JTBD interviews, card sorting, usability testing) across multiple squads; surfaced actionable insights that directly shaped roadmap priorities
- PM – Personalisation & Discovery (OLX EU): Built and iterated a personalised recommendations engine, increasing session depth and repeat purchase behaviour, helping users find deals and unexpected treasures while proactively recommending exactly the items they are looking for.
- PM – Buyer Experience (OLX EU): Optimised core buyer journeys across search, SRP, home page and ad pages on web and native apps, improving funnel conversion, reducing drop-off rates and providing delightful user experience.

Senior Product Manager | Check24 Profis

Berlin, Germany | Jan/2017 - Sep/2017

- Check24 Profis is a German marketplace connecting consumers with qualified local service professionals across home services, fitness, events and more.
- Led the product organisation (2 PMs, 2 designers), reporting to the CEO; owned end-to-end product strategy for consumer and service provider sides of the two-sided marketplace
- Delivered full redesign of the service provider public profile, improving conversion from profile views to direct enquiries
- Shipped: new category deployment tooling for operations, provider price collection, image editing, browsable visual provider catalogue and targeted SEO optimisations — increasing organic traffic and acquisition.

Senior Product Manager | Rocket Internet

Berlin, Germany | Aug/2016 - Dec/2016

- As a Senior Product Manager at Rocket Internet, my main responsibility was to consult on and execute product management for any early stage or later stage ventures, reporting to the CPO. I headed the product development at Instafreight, a B2B freight marketplace connecting European shippers and truck carriers. Role spanned pre-launch, launch and early growth phases.
- Owned full product lifecycle from requirements gathering through wireframing, user testing, design specification and production release
- Delivered: Android truck driver mobile app, responsive web app for shippers and carriers, order funnel optimisation, dispatcher module, admin backend, real-time GPS tracking and marketing landing pages
- Collaborated with engineering, operations and sales to align product delivery with go-to-market milestones and business KPIs.

Senior Product Manager | nestpick

Berlin, Germany | Jan/2016 - Jun/2016

- nestpick is a mid/long-term housing rental marketplace serving tenants and landlords across 6+ European countries.
- Owned platform growth and conversion optimisation on both sides of the marketplace; managed a team of 3 PMs, reporting to the CEO
- Delivered a real-time tenant-landlord messaging system and redesigned checkout flow, reducing abandonment and improving booking completion rates
- Managed internal stakeholder relationships (customer experience, marketing) to systematically incorporate user feedback into the roadmap.

Head of Product | GetNinjas

São Paulo, Brazil | Jun/2015 - Dec/2015

- GetNinjas is a Tiger/Monashees-backed services marketplace connecting consumers with 130,000+ service providers across Brazil.
- Reported directly to CEO; owned the full product roadmap and prioritisation for web and iOS/Android mobile apps
- Led product from ideation through UX iteration to release, maintaining alignment between business goals and user needs
- Delivered: customer review and rating system, multiple A/B tests improving funnel conversion, mobile app redesign (Material Design), automated service provider onboarding, profile validation and SEO-optimised landing pages.

Senior Product Manager | EasyTaxi

São Paulo, Brazil | May/2014 - May/2015

- EasyTaxi is a Rocket Internet-backed ride-hailing app with 17MM+ downloads across Latin America.
- Managed the B2B product roadmap for ET Corporate and ET Pro, the company's primary revenue-generating product; monitored KPIs and performance metrics to drive continuous improvement
- Delivered: automated financial reporting for corporate customers, full platform refactoring for scalability, ride-tagging for expense management, automated invoice processing and key account management tooling.

Product Manager | Itaú Unibanco

São Paulo, Brazil | Dec/2008 - May/2014

- Itaú Unibanco is the largest privately held bank in Latin America, serving 50MM+ customers across all income segments.
- Managed a portfolio of high-impact retail banking products — checking/savings account opening, account closing, money orders and biometric authentication — affecting ~40MM customers
- Led the checking account opening programme that delivered ~US\$400MM in operational cost reduction for the bank
- Managed a team of 6 product owners (2013–2014); drove agile delivery and cross-team alignment in a complex BACEN-regulated environment
- Conducted extensive user research, prototyping and user flow analysis; developed deep expertise in Brazilian Central Bank regulatory frameworks for financial product development.

EDUCATION

Certificate in UI Design | CareerFoundry

Berlin, Germany | 2018 - 2019

M.B.A., Project Management | Fundação Getúlio Vargas

São Paulo, Brazil | 2012 - 2014

B.Sc. Economics | Universidade Estadual de Campinas

São Paulo, Brazil | 2005 - 2009

B.A. Language and Literature | Universidade Estadual de Campinas

São Paulo, Brazil | 2003 - 2005