

# Diogo Soares Gomide

## Product Manager & Product Owner

Quality-led delivery for complex products · AI Product

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### SUMMARY

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Product Manager and Product Owner with end-to-end experience taking products from concept and wireframes through to delivery, with a deliberate focus on quality as part of the product process and hands-on experience directing AI engineering agents through the build cycle. Background in Production Engineering and a Certified Scrum Product Owner, drawn to complex products that need real process. Australian PR, based in Sydney; open to Sydney-based and remote roles.

### SELECTED PRODUCT PROJECT

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#### HobbyDjinn (Personal Product, Solo Project)

2026 – Present

*A tabletop gaming SaaS spanning four product domains (social feed for miniature painters, D&D 5e character creator, wargame tooling, Android app), currently live in testing.*

- Built solo as a deliberate exercise in product discipline (owning discovery, scope, specifications, prioritisation and the definition of done) while directing AI engineering agents to handle implementation.
- **Built the full D&D 5e spell system as a live, real-time integration:** every spell talks to the user's character sheet and applies its effects automatically, removing manual editing and replacing pen and paper without losing the experience or the fun.
- Defined and enforced a Definition of Done covering integration, accessibility and a final check in production, making quality a measurable standard rather than an afterthought.
- Made the hard scoping calls a sole PM faces across four product domains, and codified recurring lessons into a written, enforced process.
- Tech context: React 19, Firebase, Capacitor, GitHub Actions.

### EXPERIENCE

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#### Store Manager | Games Workshop, Sydney

2024 – Present

- Full P&L ownership of a Sydney retail venue (revenue, inventory, operating costs and team scheduling), with KPIs tracked weekly against regional targets.
- Continuous customer discovery by default: five days a week of direct conversations with miniature painters, TTRPG players and wargamers, the exact user base behind HobbyDjinn.
- Drove a **35%+ sales increase** and a meaningful lift in customer traffic by tightening operational routines and how the team engages with regulars.
- Team leadership across hiring, training, performance management and scheduling, plus in-store events and local marketing.

#### Capability Lead | Telstra, Australia

2023 – 2024

- Worked with stakeholders to prioritise the product backlog, define capabilities and epics, and shape the roadmap.
- Translated business needs into user stories, improving alignment between organisational goals and what the team delivered.
- Supported agile ways of working and identified and mitigated project risks to keep delivery on track.

#### Product Management / Business Development | Planitree, Sydney

2022 – 2023

- Helped build a product from the ground up, contributing to the early product decisions that shaped what it became.
- Applied agile and business analysis practices to prioritise the backlog and keep development focused as the product took form.
- Contributed to market positioning and the strategy behind its early growth.

### Product Owner | Lomadee

2022

- Owned the billing and payments system as Product Owner, translating business needs into user stories. A short tenure, ended by my move to Australia.

### Product Owner | Atlas Technologies, Brazil

2021 – 2022

*Brazilian technology company operating a large-scale classifieds platform, among the most-visited sites in the country.*

- Owned a moderation and reporting product end to end, from concept, wireframes and interaction design through to epics, user stories and delivery planning with the engineering team.
- Defined a case-grouping approach that batched similar reports for review, lifting the number of cases an analyst could process per day by roughly **an order of magnitude**, with a meaningful gain in consistency.
- Conceived and specified a new monetisation feature (producing mockups, wireframes and full requirements) with a business case strong enough to be approved for development.
- Worked across the full PO toolkit: user stories, backlog prioritisation, OKRs and product lifecycle management.

## SKILLS & TOOLS

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- **Product:** product discovery, specifications writing, roadmap planning, backlog management, epics & user stories, Definition of Done & QA strategy, OKRs
- **Ways of working:** Scrum, Kanban, agile delivery, stakeholder management, directing AI engineering agents
- **Tools:** Jira, Confluence, Miro, Figma, Photoshop, GitHub

## EDUCATION & CERTIFICATIONS

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- Diploma of Project Management | Australian Pacific College, Sydney (2022–2023)
- Bachelor of Engineering, Production Engineering | UFPel, Brazil
- Certified Scrum Product Owner · Agile Project Management with Jira (Cloud)