

Vini Diascanio

Senior Product Manager · AI/ML · Consumer B2C · 0→1

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SUMMARY

Senior PM with 10+ years building consumer and B2B products from 0 to 1 — across fintech, healthtech, and vertical SaaS. Track record shipping AI-powered features end-to-end as PM — translating business problems into engineering-ready requirements, from model behavior and failure states through rollout and quality measurement. Led products at scale (PicPay, 75M users; Tembici, 7 cities), navigated M&A integration (Passfolio → Santander), and built product culture from scratch as a founding PM hire. Engineering background of 12 years before moving into product. AI-native in practice: I automate workflows, build prototypes, and ship side projects without relying on an engineering team. Fully remote since 2020, fluent in English.

EXPERIENCE

Remedy Product Studio · Product Manager 2024 – Present

Remote product studio building SaaS products for US clients

Goose — White-label CRM for the High-Ticket Pet Industry

- **Owned the Report Card feature end-to-end:** automated post-stay summaries delivered to pet owners, eliminating a 10-minute manual task from staff and creating a branded retention touchpoint across white-label facilities
- **Defined ML requirements** for automatic image selection: calibrated confidence threshold for pet recognition using proximity-based detection as primary signal and item detection as supporting context — explicitly trading recall for precision to avoid putting the wrong pet in a customer's report
- Designed graceful failure handling: when confidence was below threshold, staff were surfaced a one-action resolution flow instead of a broken experience — automation failure as a handoff, not a dead end
- Indexed unstructured CRM data scattered across the system as the data foundation; implemented template variation to keep generated content fresh across repeat stays
- Executed **gradual rollout** to gather user feedback and de-risk technically; achieved **95%+ automation rate**, cutting report time from 10 min to under 2
- Rebuilt search with OpenSearch serverless (typeahead, fuzzy matching); established KPIs tracked via PostHog
- Scoped and visioned Reach — AI-native marketing suite for facility growth: ads, email/SMS campaigns, automated customer engagement

Big Leap Health — RCM AI Claim Automation

- Changed automation default from 'populate with wrong data' to 'flag as missing' — accepting ~20% more manual review to **eliminate silent submission errors** risking claim rejections and revenue loss
- Validated golden dataset eval framework with engineering to measure extraction quality and build operator trust in AI-assisted workflows
- Simplified claim status model to 4 clear states (Action Required / Ready to Submit / Submitted / Paid), reducing status-related support tickets

Impilo — Remote Patient Monitoring Platform

- Led design system foundation to standardize UI across the product, reducing inconsistencies by ~70% and directly improving perception in sales demos and renewal conversations
- Worked closely with engineering to create shared component documentation, improving development velocity and enabling the team to scale feature delivery without accumulating UX debt
- Led **Apple HealthKit integration** as a competitive time-to-market move, ensuring reliable sync between connected devices and Apple Health to match competitor offerings
- Defined clinical notes and case management workflows connecting patient alerts, follow-ups, and billing documentation

Santander · Product Manager — Select Global 2023 – 2024

Joined via M&A integration of Passfolio — cross-border financial solution for Brazilians

- Managed full product integration from acquisition through launch: scoped requirements, coordinated cross-functional teams across buyer and acquired company, navigated bank infrastructure, compliance, and security constraints — **delivered on time within 8 months**

- Owned stakeholder alignment across business, compliance, CX, and engineering with complex multi-provider and legacy system constraints
- Defined analytics KPIs and CRM strategy with behavior-based events to track user journey post-launch

Passfolio (Acquired) · Product Lead 2022 – 2024

US investment platform and global wallet for 300k+ non-US citizens

- Increased cash-in conversion by revamping onboarding journey, removing friction while maintaining regulatory compliance
- Built MGM referral system with tiered rewards, organically expanding user base without paid acquisition spend
- Launched payment feature enabling transfers to US and BRL bank accounts, generating a new revenue stream

iFood Beneficios · Staff Product Manager 2021 – 2022

B2B HR platform for corporate benefits management at scale

- Balanced cross-platform roadmap to enable closure of enterprise deals covering **50,000+ employees** across multiple large companies
- Led legacy monolith migration to microservices, trading short-term velocity for long-term scalability aligned with business growth

Tembici · Senior Product Manager 2020 – 2021

Leading micro-mobility provider across 7 cities in Latin America

- **Increased sign-up and first purchase conversion by 40%** by improving form clarity and consolidating onboarding steps
- **Reduced support contact rate by 90%** through process optimization and UX improvements
- Built centralized data orchestration with CDP, enabling multi-provider fraud prevention integration without UX impact

PicPay · Senior Product Manager 2018 – 2020

Banking super-app with 75M customers — joined as first PM hire, helped build department to 120+ people

- **First PM hire:** established product culture, practices, and participated in hiring and structuring the department from scratch
- Launched PicPay's **first Credit Card (0→1)**, coordinating across issuer, processor, compliance, and operations
- **Grew Student Account user base by 500%** by transforming product into a subscription model

EARLY CAREER

Founding PM at Polen (2015–2018): white-label e-commerce checkout platform enabling charitable donations. Prior (2003–2015): 12 years in software engineering and product design. Founded chatbot automation platform (2016); participated in Startup Chile and DotForge UK accelerators.

SIDE PROJECTS

Building and shipping AI-native products independently — from idea through launch, without an engineering team. Automating workflows with LLMs, n8n, and no-code tooling. Currently have projects live with real users.

SKILLS

Product Strategy & Roadmapping · AI/ML Product · 0→1 · B2C Retention & Engagement · Product-Led Growth · A/B Testing · Customer Discovery · Agile · Stakeholder Management

Technical Python · API Integration · RAG · MLOps · Generative AI · Prompt Engineering · ETL Pipelines · GitHub · No/Low-Code

Mobile & ASO iOS product delivery · Apple HealthKit · Xcode · TestFlight · App Store Connect · App Store Optimization (keyword research, metadata, conversion)

Analytics Amplitude · Mixpanel · PostHog · Firebase · Looker · Segment · dbt · Metabase

Growth & CRM Braze · HubSpot · Intercom · N8N · Zapier · Retool

Tools Linear · Jira · Figma · Miro · Notion · Slack · Zoom · Google Workspace

Domains Fintech · Healthtech · HRtech · Mobility · Vertical SaaS · Payments · CRM · Regulated Products

EDUCATION & LANGUAGES

University Vila Velha — Marketing & Communications (2009–2014)

Portuguese (Native) · English (Fluent) · Spanish (Conversational)