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Work experience

Confleur

Co-founder and CEO (Oct 2018 - May 2020)

Confleur is the centralized dashboard that automatically monitors your company-wide initiatives so status meetings become more productive.

- Recruited and lead team of six engineers, UX designers, and data scientists to create a SaaS product from the group up.
- Drove UX and engineering roadmap, implementing CI/CD processes that allowed us to deploy multiple times a day.
- Ran 50+ UX and customer development interviews with PMs, TPMs, Directors, and VPs of engineering.
- Designed pitch decks and presented to 10+ Bay Area VC firms, including Sequoia, First Round, and Mayfield.
- Led team through continuous iterations of pricing, positioning, and go-to-market strategy.

Docker

Docs Lead, Docker Enterprise Edition (Feb 2016 - Aug 2018)

Docker is the world's leading software container platform, enabling millions of users to build, ship, and run applications that are reproducible and work anywhere.

- Lead two UX research studies for UIs and CLIs with 30+ participants. The insights lead to roadmap reprioritization and product improvements during the same quarter.
- Created and maintained a manual test suite for a major version release, significantly de-risking the release. This effort led to continuous roadmap adjustments and staffing for a dedicated QA team during the following quarter.
- Owned documentation for Docker Enterprise suite since its first go to market and over two major versions. Went from zero views to 100k monthly page views, and double digit product revenue.
- Owned in-product help for UIs, APIs, and CLIs, not only making it easier to trial the product, but also easier to use in air-gapped environments.
- Recruited and hired for UX design, research, training, and documentation roles, creating a culture of user-centric product design.

Outsystems

Senior Engineer, UX, docs, training (Sep 2011 - Dec 2015)

Outsystems is an enterprise low-code platform that lets you visually develop your entire application and deploy it natively to mobile devices or the web.

- Lead multiple UX research initiatives, leading to direct product improvements over four major releases, and a culture of continuous user testing.
- Created scenario-driven documentation for IDEs and ALM consoles. This increased page views by 1.5X, and decreased maintenance costs.
- Created customer-facing knowledge base that scaled internal support and pre-sales processes and decreased the number of incoming support tickets.
- Created online training courses for developers, going from zero to 60+ videos, and 500+ monthly active users.

- Created a developer certification program, helping create a pipeline that certified 100+ developers a year, and increased market awareness.
- Participated in product review sessions, advocating for users and making sure product addressed user pain points. This lead to several changes to the original design proposals, roadmap reprioritization, and product NPS increase.

Outsystems

Software engineering intern (Sep 2010 - Sep 2011)

Combined software engineering internship and thesis for my master's.

- Extended the OutSystems Platform IDE built-in tutorials to capture learning metrics and create a customized learning experience.
- Ran controlled trials to validate if changes add impact on user performance.
- Lead usability testing initiatives that lead to a culture of continuous testing, and direct product improvements.

Speaker

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- [To cross the chasm, you need docs - O'Reilly Fluent 2017](#)
 - [7 values of effective tech writing teams - Write the Docs 2016](#)
 - [User story driven docs - Write the Docker 2015](#)

Education

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- MSc CS, Multimedia and Intelligent Systems, Instituto Superior Tecnico, 2009-2011
 - BSc Computer Science, University of Madeira, 2006-2009