

FELIPE FELAMINGO

Product Operator · Builder · Founder

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PROFESSIONAL SUMMARY

Product-minded operator with 8+ years of end-to-end ownership across product development, service design and go-to-market execution. Built and scaled a studio to 22 concurrent projects; co-founded an AI startup (Decorabot, 2017); led development of 6 furniture products — all in active production at Breton and Lider Interiores; and shipped a B2B SaaS (EMD) from discovery to live validation. Skilled at identifying unmet needs, managing cross-functional stakeholders and delivering under ambiguity. Fluent in English; advanced in Italian and Spanish.

KEY HIGHLIGHTS

- Led portfolios of up to 22 concurrent projects; ~6x revenue growth (2020–2023); managed designers, engineers, suppliers and contractors across full lifecycle
- Drove end-to-end product development for 6 furniture SKUs (Breton & Lider Interiores) — all 6 in active production catalogue; accompanied prototype development inside manufacturing for 3
- Built EMD (escritoriomodelo.app) from zero: discovery with 20+ architects, defined MVP, shipped web app + landing page, automated 4-webhook lead-capture pipeline
- Co-founded Decorabot (2017): customer discovery, user journey mapping, product strategy and go-to-market validation for an AI design startup — 6 years before generative AI went mainstream

RELEVANT EXPERIENCE

- Product Builder & Founder** · EMD — Escritório Modelo Digital 2025 – Present
- Ran primary research (20+ interviews, CSD matrix, stakeholder mapping, competitive benchmarking across 9 tools) to identify and frame product opportunity
 - Defined strategy and MVP scope; shipped web app, landing page and two-sided onboarding flow; built automated data pipeline capturing lead segmentation and willingness-to-pay signals
- Design Operations & Creative Director** · FLMG Arquitetura 2018 – Present
- Owned service design end-to-end: defined tiers, approval workflows and quality-review processes across 40+ projects; ran continuous customer discovery to translate insights into new offerings
 - Led cross-functional teams (designers, engineers, suppliers, contractors) and managed stakeholder expectations from C-suite to field level; integrated AI and BIM automation into operations
- Product Design Lead — Furniture** · Suite Arquitetos 2019 – 2020
- Led product design department: owned trend research, competitive product mix analysis across retail and industry, concept development and supplier briefing
 - Managed end-to-end development of 6 furniture products for Breton and Lider Interiores — all 6 remain in active production catalogue today
 - Accompanied prototype development inside manufacturing facilities for 3 products; oversaw quality standards for existing portfolio alongside new R&D initiatives
- Senior Style Analyst — Product & Merchandising** · Breton 2025
- Used Power BI and commercial data to define product assortment, showroom strategy and pricing positioning; produced data-driven recommendations for commercial, design and executive teams
- Co-Founder & Product Lead** · Decorabot 2017
- Full product ownership: ran discovery, mapped user journeys, defined product strategy and validated go-to-market for an AI-powered interior design startup
- Real Estate Product & Incorporation Assistant** · Plano&Plano 2018
- Supported product feasibility studies, market validation and coordination for large-scale affordable housing developments

EDUCATION & CONTINUING EDUCATION

B.Sc. Architecture & Urbanism · Mackenzie, SP (2020) · **B.Sc. Business Administration** · FGV/EAESP (2014)
Product Discovery – Tera (2026) · AI Fundamentals – Coursera/UPenn (2026) · Business Model Canvas – instructor (2025) · XV Design Tank – 3rd place (2025)

SKILLS & TOOLS

Product: Customer Discovery · Roadmapping · Prioritization (MoSCoW/RICE) · Metrics & KPIs · Service Design · Jobs to be Done · Stakeholder Management · User Journey Mapping · Competitive Benchmarking · Go-to-market
Delivery: Scrum · Kanban · Cross-functional Collaboration · Process Improvement · Workflow Design · Data-driven Decision Making · Power BI
Tools: Replit · Lovable · Figma · Miro · Notion · ChatGPT · Claude · Trello · Asana · AutoCAD · Canva

LANGUAGES

Portuguese (Native) · English (Fluent) · Italian (B2) · Spanish (B2) · German (B1)