

MATHEUS OLIVEIRA

Head of Growth | Digital Growth Strategy

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Summary

I connect Product, UX, and Marketing to transform insights into measurable results. As Director of Growth at Quero Passagem, I lead strategies that align data, design, and performance to drive real business impact. I have experience in building and scaling digital products, with a strong focus on market expansion, user retention, and revenue growth. My initiatives are data-driven, with strong involvement in A/B testing, conversion rate optimization, and customer lifetime value maximization throughout the journey.

I believe innovation is more than technology — it's the ability to transform real challenges into meaningful solutions, guided by purpose, strategy, and efficient execution.

Core Competencies

Growth and Monetization Strategy	A/B Testing, CRO, and Funnel Optimization	Data-Driven UX and Product Design
International Expansion and Go-to-Market	Business Metrics and Analytics	Performance Marketing

Experience

Quero Passagem

Director of Growth 03/2025 - Present

I bridge Product and Marketing to drive sustainable growth using data, experimentation, and business vision.

- Led growth strategies focused on ROI, CAC, LTV, and market expansion.
- Developed personalized campaigns using behavioral segmentation and journey analysis.
- Collaborated closely with UX, Product, Data, and Engineering teams to align backlogs and hypotheses.
- Implemented continuous experimentation across paid media, SEO, CRM, web push, loyalty programs, and CRO.
- Supported international platform expansion, adapting product to local needs while maintaining global efficiency.

Quero Passagem

Director of User Experience 10/2023 - 03/2025

- Rebuilt the UX team and repositioned user experience as a strategic pillar of the company.
- Led full redesign of core user flows across app and website, improving performance and satisfaction.
- Scaled the Design System with Engineering, increasing delivery speed and consistency.
- Conducted user research, usability testing, and analytics to guide decisions.
- Contributed to the launch of new products like Hotels and Executive Transport (B2C & B2B).
- Led platform adaptation for international markets (language, currency, behavior, and rules).
- Managed a multidisciplinary team with agile practices focused on business outcomes.

Quero Passagem

User Experience Manager São Paulo 12/2022 - 10/2023

- Structured the UX area with new processes, rituals, and tools to raise design maturity.
- Defined journeys, personas, and experience metrics.
- Created discovery workflows to support product prioritization.
- Supported product decision-making using qualitative and quantitative analysis.

Senior Product Designer UX/UI

08/2022 - 10/2022

- Responsible for founding the UX function at Quero Passagem.
- Analyzed user journeys and identified friction points.
- Supported interface improvements focused on clarity and conversion.

Leroy Merlin

Senior Product Designer

São Paulo
05/2021 - 08/2022

- Helped consolidate and mature the MVP into a scalable solution for service providers.
- Supported international rollout to France, Poland, and Portugal.
- Led the redesign of digital experiences focused on usability, efficiency, and scalability.
- Mapped user journeys, conducted research, and built low/high-fidelity prototypes.
- Defined features and vision in collaboration with Product, Engineering, and international stakeholders.
- Delivered in an agile environment using Figma, Jira, and Confluence.
- Contributed to standardization and internationalization of the experience across regions..

ITM Channel Marketing

Digital designer

São Paulo
08/2020 - 05/2021

- Designed digital solutions focused on performance and user experience for tech brands.
- Created landing pages, emails, and responsive interfaces aimed at conversion.
- Applied UX, SEO, and data-driven design to improve engagement.
- Mapped journeys, defined personas, and prototyped interfaces validated with stakeholders.
- Worked with marketing and tech teams to boost campaign performance and lead generation.

Bonds Club

Product Designer

Belo Horizonte, MG - Brazil
09/2019 - 08/2020

- After initially partnering through Mundo Novo Apps, I became a full-time Product Designer.
- Led white-label cashback app development, from needs assessment to feature definition.
- Managed UX/UI design and collaborated closely with developers to ensure high-quality delivery aligned to B2B client expectations.

Mundo Novo Apps

Founder

São Paulo
10/2016 - 12/2019

- Founded a startup focused on mobile apps for small and mid-sized businesses.
- Launched over 50 apps on the Play Store and App Store, with a focus on loyalty and user engagement.
- Delivered complex projects such as Guardian Tracker (vehicle security) and Vespers Mobility (ride-hailing).
- Managed project planning, client acquisition, and design/development coordination.

Faculdade de Tecnologia de São Paulo - FATEC-SP

Technology Intern

São Paulo, Brazil
01/2015 - 01/2017

- Maintained and updated the institutional website (CMS Joomla).
- Participated in the development of the university's app (Web, Android, iOS).
- Provided tech support and contributed to digital transformation initiatives for students and faculty

Education

Federal University of Technology - Parana

Master of Business Administration - MBA, Software Engineering

01/2020 - 12/2021

ESPM Escola Superior de Propaganda e Marketing

Extension course, UX Design

01/2020 - 12/2020

Uninove - Universidade Nove de Julho
Associate's degree, Internet systems

01/2016 - 12/2018

Uninove - Universidade Nove de Julho
Bachelor's degree, Computer Science

01/2015 - 12/2018