

Ettore Paiola

DESIGN - DRIVEN PRODUCT MANAGER

Born in Brazil, I received an Italian name to honor my heritage. I've been fascinated by new products since I was a kid, from the simple things we find in the supermarket to high-end tech evolutions. **Graduated in Design**, I have always sought the ideal balance between form and function. I started my career in an agency but it was in the development of digital products that I really found my passion. This made me realize that beauty works towards engagement. In the midst of so many technological developments, **understanding business values to find the human side of each digital product is my biggest goal**. I am passionate about sports and I am proud of all the things it has taught me like discipline, perseverance, and hard work. Lastly, I rarely miss a chance to play video game whenever I have some free time.

personal site

ettorepaiola.com

linkedin

[linkedin.com/in/ettorepaiola/](https://www.linkedin.com/in/ettorepaiola/)

contact

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city / country

São Paulo / Brazil

main experiences

Garage Born (jan 2017 - present)

Co-Founder

The main product launched was Matters - News Summaries, which delivers the daily main news in an organized and curated way. In 4 months, it reached more than 17,000 downloads, with good retention rates.

Paperbot (apr 2016 - dec 2016)

Product Manager and User Experience Leader

Slack bot that captures links shared by the team and delivers everything in a lean way. **Launched in Product Hunt and used by more than 1000 companies** such as Buffer, Salesforce, PayPal, GE, Microsoft, Volkswagen, GIPHY, IBM, Adobe, Starbucks, HBO, Walmart, Heineken, Accenture, Vodafone, Symantec, Telefonica, Audi, Hubspot, TheNextWeb, among others.

Skore (jan 2015 - dec 2016)

Product Manager and User Experience Leader

Product focused on the knowledge sharing between teams, that can be used for different purposes. **Successfully launched on Product Hunt and used by so many companies** like KraftHeinz, Scania, Nubank, Ebanx, Faber-Castell, Hotsuite, Drift, Wayra, KhanAcademy, GIPHY, Fast Shop, Endeavor, Samsung, among others.

SuperNova Labs (aug 2014 - dec 2014)

Product Manager and User Experience Leader

Innovation agile projects for companies such as MindLab, Whirlpool, Pais&Filhos, Edenred, Porto Seguro, Wayra, among others.

Palpiteros (aug 2012 - aug 2014)

Product Manager

Soccer social network that achieved more than 200K registered users and 70K app downloads.

oola (apr 2011 - may 2012)

Entrepreneur

Entrepreneurial initiative focused on the market of experiences with sporting events. Project concept, market analysis, and presentations to potential partners.

100% Design (mar 2009 - feb 2011)

Junior Designer

Development of projects for companies such as AkzoNobel, Gol Airlines, Marfrig Group, Alpargatas, Marilan Alimentos, Pernod Ricard, Fing'rs, Brinquedos Bandeirante, and others.

education

Course 2013

Certified Scrum Product Owner

Adaptworks

Course 2011

Sports Event Management:

Sport as entertainment

ESPM

Course 2011

Learning Enterprise

SEBRAE

Bachelor's degree 2004 - 2007

Design | Enable Interface Design and Design Management

FACAMP - Faculdades de Campinas

1st place in the Design Course 2007

languages

Portuguese

English