

Gil Lopes Bueno · Technical Product Owner · Sao Paulo, Brazil (UTC-3)

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I'm a Technical Product Owner with 19+ years in software and 12+ years owning product decisions alongside engineering teams of up to 30. I co-founded Simpli and grew it from a two-person startup into a 30-person software house delivering 50+ products — running discovery, requirements and roadmap across logistics, fintech, media, education and Web3.

My work is turning stakeholder needs into functional requirements, wireframes and a prioritized backlog, then staying close to delivery so scope, feasibility and deadlines stay honest. I owned product vision and usability for Enclave Wallet, wrote requirements and roadmap for Louis Dreyfus Company's global Safety, Health and Environment platform, and shaped products that reached real numbers: 50M+ invoices on iTrack, 100k users on Sharity.

Coming from engineering, I size technical trade-offs myself, argue architecture with the team, and cut scope without breaking the system. Lately I've put AI to work inside product and delivery workflows, from agent-assisted development to process automation. I'm looking for a role where I own the problem, the backlog and the outcome.

Notable Achievements

- Neon Wallet – US\$1B+ in traded volume
- iTrack – 50M invoices; 60k couriers; 2k companies
- Sharity – R\$2M in donations; 100k users
- Multilaser Runin – Embedded in 20M+ devices
- Apptite – US\$1.6M GMV; 100k orders; 50k users
- Desabafa – 700k posts

Skills

PRODUCT: Requirements (2013-2025), Discovery (2022-2025), Backlog Management (2016-2025), Roadmap (2016-2025), Prioritization (2016-2025), Stakeholder Management (2013-2025), Wireframing (2011-2025), UX (2011-2025), User Stories (2016-2025), Acceptance Criteria (2016-2025), Functional Specs (2016-2025), Stakeholder Interviews (2013-2025), Technical Feasibility (2013-2025), Scope Negotiation (2013-2025), Scrum (2013-2025), Kanban (2013-2025), Backlog Refinement (2013-2025), Estimation (2013-2025), Figma (2021-now), Jira (2010-2025), ClickUp (2022-2025)

BACKEND: Node.js (2012-2025), Java (2008-2024), Kotlin (2016-2024), MySQL (2013-2024), PostgreSQL (2013-2025), NoSQL (2018-now), Prisma (2021-2025), GraphQL (2021-2024), REST (2012-now), WebSockets (2016-2025), Microservices (2019-now), Distributed Systems (2019-now), Solution Architecture (2016-2025), Redis (2015-2024), Docker (2016-now), AWS (2013-2025), ECS (2016-2025), S3 (2015-2025), SNS (2015-2025), SQS (2015-2025), Terraform (2019-2025), CI/CD (2018-now), GitHub Actions (2020-now), C# (2018-2024), Python (2018-now), Express (2012-now), TypeGraphQL (2021-2024), Apollo (2021-2024), Jersey (2020-2023), PayPal (2016-2020), Elasticsearch (2019-2025)

WEB FRONTEND: JavaScript (2008-now), TypeScript (2016-now), React.js (2016-now), Next.js (2021-now), Tailwind (2020-2025), SvelteKit (2023-2024), Chakra UI (2020-2023), React Query (2021-2025), Redux Toolkit (2021-2024), ECharts (2019-2025), Valtio (2023-2025), Vite (2022-2025), Jest (2018-2025), Playwright (2023-2024), Storybook (2020-2024), React Hook Form (2020-2023)

AI ENGINEERING: AI Process Automation (2025-now), Agent Development (2025-now), MCP (2025-now), Claude Skills (2025-now), Harness Engineering (2026-now), Spec-Driven Development (2025-now), Claude (2025-now), Anthropic API (2025-now), OpenAI API (2023-now), Claude Code (2025-now), Cursor (2024-now), Context Engineering (2025-now), Agentic Workflows (2025-now), Evals (2025-now), RAG (2024-now)

LANGUAGES: English (C2), Portuguese (Native)

Work Experience

33Labs • Principal Engineer | Smart Contract Engineer • Sep 2025 - current

Taking a hands-on engineering role here was a deliberate choice: after 11 years as CTO, I wanted to go deep on DeFi architecture next to the engineers who audit it, so that when I own a product in this space I know exactly what I'm asking a team to build and what it costs. At 33Labs (formerly 33Audits), I've worked on advanced DeFi protocols, and the company's roots as a smart

contract auditing firm have sharpened a conviction I now carry into product decisions: security and feasibility have to be weighed at the architecture stage, before a single requirement gets locked in.

Tech: Solidity, Foundry, Ethereum, EVM, Uniswap V3, Uniswap V4, System Architecture, AI Tooling, REST · <https://www.33labs.ai/>

COZ • Director | Tech Lead • Jun 2022 - Feb 2023

COZ is the first and most well-known group of developers on the Neo network, renowned for numerous significant projects within the ecosystem. After years of partnership, I was honored to be invited to join the group's board of directors.

Tech: Blockchain, Web3 · <https://coz.io/>

Simpli • Co-founder | Product Owner | Business Analyst | Project Manager | CTO • Oct 2013 - May 2025

I co-founded Simpli as a two-person startup focused on building a B2C mobile product, which quickly evolved into a fast-growing software house serving a wide range of clients. In its first year, the company pivoted to delivering custom distributed applications and scaled organically through consistent delivery and client satisfaction. Over 11 years, we delivered 50+ successful digital products for both startups and enterprise clients, while also launching and maintaining our own proprietary platforms.

From the beginning, Simpli was an early adopter of emerging technologies like mobile development and blockchain. I played a key role in shaping both the technical direction and business strategy of the company, leading system architecture, technical roadmaps, and documentation, and building an engineering org of 30 including 5 team leads. My work ranged from hands-on technical leadership to driving innovation through research, process design, and technology adoption — helping turn product ideas into real businesses by aligning technical execution with market opportunities.

Provisioning AWS infrastructure was a recurring part of that work. With 50+ projects, we needed a standard: a checklist for spinning up a new account, a baseline set of IAM roles, and a reusable Terraform starter kit so no project's infra started from a blank page — the same template became a paved road that sped up every project's first deploy. Cost optimization started reactively, after a client flagged a high AWS bill, but past a certain point we set up anomaly-alert triggers instead of waiting for the next complaint.

Simpli · Enclave Wallet • Product Owner | Project Manager | UI/UX | TechLead • Jun 2024 - Feb 2025

Enclave is a Wallet built to embrace non-blockchain users. It combines cutting edge technologies like Abstract Accounts, WebAuthn and Gasless transactions to make onboarding as smooth as a traditional web application — paired with a full on-chain activity explorer. Working with a small team, I was responsible for the product vision, usability, and development of the whole wallet frontend, contributed to the Smart Contracts, and led the system design of the indexer and API behind the explorer. One example of that indexing work: handling chain reorgs. Every block was stored keyed by its own hash and its parent's, so detecting a reorg meant walking back parent hashes until the indexer found one it already had — the fork point. From there, the orphaned blocks and the balances derived from them were invalidated, and the canonical chain was replayed forward through idempotent handlers, so reprocessing never double-counted a transaction.

Tech: TypeScript, React.js, Next.js, Node.js, PostgreSQL, AWS, ECS, S3, SNS, SQS, Smart Contracts, Cryptography, Prisma, WebSockets, ElasticSearch, REST, Tailwind, React Query, ECharts, Valtio · <https://enclavewallet.com>

Simpli · Neon Wallet • Engineering Manager • July 2021 - July 2024

Neon is the leading wallet in the Neo ecosystem, with over \$1 billion in traded volume. I was responsible for architecting its mobile version and later contributed to the desktop app. During my time on the project, I tackled key challenges such as supporting multiple blockchain networks, managing multiple accounts simultaneously, implementing WalletConnect integration, and developing the protocol for network interaction, along with several other critical integrations.

Tech: TypeScript, React.js, React Native, Blockchain, Electron.js, REST, React Query, Redux Toolkit · <https://coz.io/neon-wallet/>

Simpli · Sharity • Engineering Manager • Mar 2021 - Aug 2024

Sharity was a crowdfunding platform for charitable causes that I built from creation through scaling, growing it past 100 thousand users. It was eventually sold to Abacashi, a bigger competitor, and I was invited to lead the engineering side of that merger in recognition of the quality of Sharity's system — refactoring Abacashi's legacy C#/Angular codebase over to Node.js and React with the platform staying live the whole time, using a Strangler Fig strategy to migrate it piece by piece instead of a big-bang rewrite. One example of the work on Sharity itself: a standalone event-driven achievements service, given its own stores from day one because its write path ran far heavier than the donation path and outgrew Sharity's transactional MySQL. Events flowed through SNS and SQS; counters lived in DynamoDB, with idempotency from a conditional transaction on each event's ID, so duplicates just aborted. Progress bars ran over WebSockets, leaderboards on Redis sorted sets, and chained challenges unlocked once on completion, needing no global ordering. It was reused as-is inside Abacashi after the merger.

Tech: TypeScript, React.js, Kotlin, Java, Node.js, Next.js, GraphQL, MySQL, NoSQL, Redis, AWS, SQS, SNS, C#, Angular, Prisma, ElasticSearch, REST, WebSockets, S3, ECS, Tailwind, Redux Toolkit, ECharts · <https://sharity.com.br> · NeoFeed: Abacashi acquires Sharity

Simpli · LDC's She Digital • Product Owner | Project Manager | TechLead • Oct 2019 - Nov 2020

Louis Dreyfus Company, one of the largest commodity traders in the world, commissioned a 'Safety, Health, and Environment' management platform for use across all its global units — each with its own local regulations, forms, and reporting requirements. I

owned it end to end: architecture, development, and integration with Azure Active Directory for authentication and user management. The core challenge was translating that sprawl of per-unit requirements into one flexible application instead of one branch per country, so I modeled forms, fields, and workflows as configurable data instead of hardcoded screens — letting a compliance team in a new unit stand up its own SHE process by configuring the platform, not by requesting a code change and a deploy.

Tech: TypeScript, React.js, Kotlin, Java, MySQL, REST, AWS, ECS, ECharts

Simpli · Jamef Customers Dashboard • Project Manager | TechLead • Jun 2019 - May 2022

Jamef, the largest shipping company in Brazil, needed a new dashboard for customers to track delivery data, but the existing one suffered from severe performance problems. My scope started as frontend-only, but tracing the slowness back to its source pulled me into the data layer. I introduced a caching layer and a server-side pagination policy for the result set, taking a query that took 8 seconds down to a few milliseconds. I delivered a complex dashboard with several customized graphs and contributed to restructuring the underlying central system.

Tech: TypeScript, React.js, Java, Redis, REST, AWS, ECS, ECharts

Simpli · iTrack • Business Analyst | Engineering Manager | TechLead • Nov 2016 - 2024

I was the lead engineer who built iTrack Brasil from the ground up, owning its system design through its first two years and scaling it into a B2B delivery platform integrating multiple systems, with nearly 60,000 couriers and over 50 million invoices processed across 2,000 registered companies — growth that led to its acquisition by MadeiraMadeira in 2021. Simpli carried it through that acquisition and ran it three more years before handing it over in 2024, with me on it as CTO, coming back alongside the team when the work needed the depth. One of those returns: a billing alarm fired, Cost Explorer put the spike on Postgres at fiscal month-end, and Performance Insights traced it to clients posting invoices one per request instead of in batch — a transaction, and a WAL flush, per invoice, which no instance class fixes. Ingestion moved behind an SQS queue with concurrent workers committing in batches, autoscaled on backlog per worker, and that fix exposed a second write load underneath: courier position pings, which moved to Redis for last-known position with Parquet history on S3.

Tech: TypeScript, React.js, Kotlin, Java, AWS, S3, SQS, Redis, PostgreSQL, ECS, REST · <https://itrackbrasil.com.br>

Simpli · Apptite • Business Analyst | Project Manager | TechLead • Sep 2015 - 2022

Apptite was a food delivery app for iOS, Android and the web. It gained recognition with acceleration by '500 Startups' and media coverage that established it as an important platform in the artisanal food market. I was the main engineer responsible for the platform from its initial planning and structuring through scaling it as it grew. One example of that scaling work: the dish recommendation engine. The map was discretized into cells holding the stores that served each area, updated in batch, so the geographic lookup was a cached read; personalization then combined signals in parallel over that filtered set, with the heavier estimates precomputed offline.

Tech: Android, Java, MySQL, Redis, S3, SNS, SQS, ECS, Elasticsearch, REST, AWS, JavaScript

Simpli · Desabafa • Business Analyst | Project Manager | TechLead • Aug 2015 - July 2017

Desabafa was an anonymous social network built for emotional support and mutual understanding, and it went on to receive media recognition in the mental health sector while reaching 700 thousand posts. I was responsible for planning, structuring, and building the platform, including its moderation and safety systems. One example of that work: anonymity was the whole point of the product, so any moderation approach that relied on identifying users to punish or filter them was off the table. I built the safety layer around behavior instead of identity — rate-limiting and pattern detection on posting activity, plus keyword and pattern-based flagging tuned for crisis language — so harmful content and abuse could be caught and escalated without ever unmasking a user.

Tech: Android, Java, REST, AWS, S3

SIMET - NIC.br • Software Engineer • 2010 - 2013

Brazil's official internet quality measurement tool. I led its migration off Java Applets to plain JavaScript.

<https://simet.nic.br>

FingerPrint, Escala, NetStartup • Software Engineer • 2007 - 2010

My first three engineering jobs — web applications in PHP and Java, JavaScript front-ends and MySQL.

A selection of projects — the complete history, including those under Notable Achievements, is at <https://gil.solutions>

Education

Pontifícia Universidade Católica de São Paulo (PUC-SP) • Bachelor, Computer Science • 2008 - 2011