DIOGO GOMIDE

Product Owner / Product Manager

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SUMMARY

Product Owner with experience across telco, marketplaces and SaaS, covering discovery, backlog and roadmap ownership, and delivery with design and engineering squads. Product-owned the Telstra Plus and Telstra Pay redesign with a 14-person design team and a 10-engineer squad. At Atlas Technologies, turned field research into the marketplace's first non-subscription revenue feature, still live today. Certified Scrum Product Owner (CSPO) with a Production Engineering background, P&L ownership and hands-on AI-assisted delivery experience.

KEY SKILLS

- **Product:** discovery and customer research, backlog prioritisation, roadmapping, user stories and acceptance criteria, business cases, monetisation, release management
- **AI delivery:** AI agent orchestration, human-in-the-loop design, spec-driven development, tiered AI code review and QA, automated quality gates, CI/CD with GitHub Actions
- **Delivery and stakeholders:** Agile and Scrum, cross-functional delivery with design and engineering, stakeholder management, product metrics and OKRs, P&L ownership
- **Tools and analytics:** Jira, Confluence, Miro, Figma, GitHub, Firebase; Google Analytics, Firebase Analytics, Power BI, SQL

EXPERIENCE

HobbyDjinn, Sydney

Product Lead (Founder) — Feb 2026 – Present

Tabletop-gaming SaaS (D&D 5e tools, table-finding hub, miniature-painting community). Miniature-painting tools are open to the public; D&D tools are in closed beta. Built alongside a full-time role. Sole product owner: discovery, scope, specifications, prioritisation and release.

- Shipped two core products: a D&D 5e engine with 300+ spells and 300+ monsters running in real time across a live character sheet and combat tracker; and Inspiration, a miniature-painting tool with a catalogue of 2,685 paints from nine brands, cross-brand colour matching and photo-based painting recipes.
- Run discovery with the target community through daily customer contact and beta testing; a real-play test on production surfaced 13 bugs, prioritised ahead of 14 UX recommendations.
- Now building the creator marketplace, so hobby painters can show their work, sell miniatures or take offers on them, and sell courses and memberships.
- Designed creator monetisation: benchmarked nine competitors, set a 5% platform fee and validated the payment flow in a Stripe sandbox before build.
- Designed and run an AI-agent delivery model: agents implement from written specs in isolated branches, review depth is set by risk, quality gates run automatically, and every production release needs my approval (1,600+ pull requests merged).

Games Workshop, Sydney

Store Manager — Sep 2024 – Present

- Full P&L ownership (revenue, inventory, operating costs, rostering) with weekly KPIs against regional targets; grew sales 35%+ year on year with a three-person team and no discounting, against two nearby retailers selling the same range at 15% off.
- Built a monthly event programme averaging 100+ attendees, with 200+ at the flagship October event.

Telstra

Capability Lead (Product Owner), Contract — Feb 2023 – Jan 2024

Product ownership for Telstra Plus (loyalty), Telstra Pay (payments) and related areas of telstra.com.au, with a 14-person design team, a 10-engineer squad and three product managers.

- Prioritised the backlog, defined capabilities and epics, and shaped the roadmap with business stakeholders across a ~25-person delivery group.
- Wrote user stories and acceptance criteria from business needs, keeping design and engineering aligned through sprint planning and reviews.
- Led product-side delivery of the full Telstra Plus redesign through to completion; the redesign has since launched.
- Built Jira tooling that made blockers, ownership and progress visible, removing one weekly planning meeting for the delivery group.

Planitree, Sydney
Product Management / Business Development — May 2022 – Feb 2023
Early-stage marketplace startup for sustainable design and materials.

- Shaped the product through its first planning cycle: early product decisions, backlog prioritisation and market positioning.
- Secured 15+ partner suppliers ahead of launch.

Atlas Technologies, Brazil
Product Owner — May 2021 – Jan 2022
High-traffic classifieds marketplace (company-reported ~A$19m annual revenue, 50,000+ active advertisers).

- Found through discovery that advertisers changed their listed city several times a day, on a platform with 100% subscription revenue; specified paid city and name changes beyond a free threshold, with wireframes and full requirements.
- Built the business case (projected uplift of up to 50% of platform revenue); the feature was approved, built and remains live.
- Owned the moderation and reporting product with a 10-engineer squad: ran two-week sprints (planning, reviews, retrospectives), wrote the user stories and acceptance criteria, and shipped five releases in nine months; redesigned the analyst workflow to batch similar reports, lifting cases handled per analyst per day by roughly 10x.

Earlier career, Brazil
Production Engineer and Process Manager — 2017 – 2021

- Manufacturing and consulting roles covering process improvement, Lean and cost reduction; university lecturer in Production, Civil and Mechanical Engineering.

PROJECTS

planrelay (open source, MIT licence)

- Local task board for AI coding agents, packaged as a Claude Code plugin. github.com/Diogolaf/planrelay

Above and Beyond Lawn Services website — 2026

- Scoped, built and shipped in one week for a Sydney lawn-care business: quote-request form, integration with the owner's booking app, and a self-serve content tool so the owner updates it without a developer. aboveandbeyondlawnservices.com.au

EDUCATION

Diploma of Project Management — 2022 – 2023
Australian Pacific College, Sydney

MBA in Business Management — 2019 – 2021
Universidade Cruzeiro do Sul (Cruzeiro do Sul University), Brazil

Bachelor of Engineering (Production Engineering) — 2013 – 2018
Universidade Federal de Pelotas (Federal University of Pelotas), Brazil

CERTIFICATIONS

- Certified Scrum Product Owner (CSPO)
- Agile Project Management with Jira Cloud (Lean and Agile Processes; Advanced Topics)