André Celidonio

Product Manager · Digital Health & Telemedicine · UX-Driven Product Development

Campinas, Brazil (UTC−3) · Remote · Full overlap with US & Canada business hours · andreluiz_mesquita@hotmail.com · linkedin.com/in/andré-celidonio · andrecelidonio.com

Summary

Product Manager with 10+ years in digital products and a senior UI/UX background. Main product owner of a telemedicine platform delivering 30,000+ diagnostic reports per month to 900+ healthcare institutions. Shipped AI-powered clinical documentation used by 50+ physicians, launched new care services in weeks, and run clinical operations alongside product. At my best in small, cross-functional teams where reliability is non-negotiable.

Experience

Brasil Telemedicina — Campinas, Brazil

Telemedicine provider: remote diagnostic reports (ECG, EEG, spirometry) and urgent-care teleconsultations

Product Manager — Jan 2023 – Present

- Own product for a platform delivering 30,000+ diagnostic reports per month to 900+ registered institutions, with contractual turnaround from 30 minutes to a few hours; lead a team of 3 engineers from discovery to release.
- Led AI-powered clinical documentation from idea to rollout: integrated OpenAI APIs to transcribe consultations, separate clinical from non-clinical content and auto-fill medical-record fields. Now used by 50+ active physicians, who spend the visit facing the patient instead of the keyboard.
- Adapted our direct-to-patient platform into a nurse-led telehealth service inside the City of Bertioga's public family health clinics, live in 15 days: 5,200+ consultations and 4,000+ patients registered since March 2026, with 4.96/5 patient satisfaction; led on-site discovery, nurse training and the relationship with the city's health department.
- Rebuilt the teleconsultation room from scratch, surfacing the most relevant clinical data first for urgent-care physicians and improving data visualization across the visit.
- Launched on-demand tele-psychology from client request to production in 2 weeks: mapped CFP, CFM and LGPD rules into product requirements, shipped a restricted clinical record with consent logging, built the landing page and campaign, and onboarded 9 psychologists. Applied the same model to tele-veterinary urgent care.
- Leading pre-launch of care-pathway monitoring for chronic conditions (hypertension, diabetes), preparing a proof of concept.
- Run clinical and service operations: manage a 6-person support team and 1 marketing specialist, own ombudsman and complaint handling, and schedule 28 on-call professionals (15 physicians, 9 psychologists, 4 veterinarians) covering 24/7 adult urgent care.

Senior UI/UX Designer — Jan 2019 – Dec 2022

- Led end-to-end UI/UX for the company's telemedicine products, redesigning registration flows and the teleconsultation platform used by physicians and partner institutions.
- Designed the company's mobile apps from the ground up, from user flows and wireframes to high-fidelity prototypes.
- Created and evolved a design system to keep multiple products consistent, with structured handoff to engineering.
- Ran qualitative and quantitative usability tests to simplify critical clinical journeys.

Web Designer & Digital Marketing — Aug 2016 – Dec 2018

- Ran paid acquisition on Google Ads and Meta Ads, using Google Analytics and Hotjar funnel analysis to improve conversion.
- Built and maintained company websites on WordPress, including front-end customization.

Mobi Aplicativos — Remote, Brazil

UI/UX Designer (part-time / contract) — Jun 2020 – Jun 2023

- Designed web and mobile apps for clients in automotive, sports and legal services, including a football club's app for the Copa Libertadores.
- Took projects from user flows and wireframes to interactive prototypes, working with multidisciplinary client and engineering teams.

Earlier career — Audiovisual Production — 2009 – 2016

- Director of photography, editor and producer for independent films, advertising and e-learning content (freelance, Dv3 Comunicações, Brasil Telemedicina). Built strong visual storytelling and stakeholder communication skills.

Skills

Product: Product discovery, roadmapping, pain-driven prioritization using support and ombudsman data, user stories & acceptance criteria, stakeholder management, KPI definition

Research & UX: User interviews, usability testing (qualitative & quantitative), prototyping, design systems, accessibility (WCAG)

Data & AI: SQL (Metabase), Google Analytics, Google Tag Manager, Hotjar, OpenAI API integration, LLM-based clinical workflows

Tools: Figma, Adobe Creative Cloud (Photoshop, Illustrator, XD, Premiere Pro, After Effects), Confluence, Trello, Microsoft Office, WordPress, Framer, HTML/CSS/JavaScript basics

Healthcare & compliance: Telemedicine, clinical workflows, LGPD (Brazil's GDPR equivalent): patient consent and data privacy in product specs

Education

MBA, Artificial Intelligence & Data Science in Healthcare — PUCRS · In progress, expected 2027

Technologist Degree, Graphic & Digital Design — Centro Universitário FAM · 2024

Bachelor's, Film & Audiovisual Communication — Universidade do Sul de Santa Catarina (Unisul) · 2014

Certifications & Languages

Interaction Design Foundation — UI Design Patterns for Successful Software

Global Village, Canada — 6-month English immersion program, completed advanced level GV7 (school-equated to Cambridge CAE), 2007

Portuguese — Native · **English** — Full professional proficiency