Ana Luiza Amorim

Product Manager | B2B SaaS | Product Design background

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SUMMARY

Product Manager with 4+ years in B2B SaaS, moving from customer support to product design to product management at the same company. I take products from pilot to recurring revenue: discovery with real customers, a prioritized scope, pricing and go-to-market, and a squad of engineers and designers. I prototype with AI before asking for engineering time and decide with data.

EXPERIENCE

Product Manager

Layers Education | Remote | Feb 2026 - Present

- Own a B2B SaaS module end to end (acting PM since Oct 2025), now used by 100+ customers: roadmap, UX, pricing and go-to-market, with a squad of engineers and a product designer I mentor (3 designers mentored so far)
- Converted a strategic pilot into a network-wide contract (+70% ARR): regular progress reviews with the customer, a prioritized scope and open realignment when plans changed
- Expanded the module across the existing base: 40% of recurring revenue in adopting accounts (+66% over what they already paid) and a pipeline over 4x ARR
- Held back the most requested feature while the team could not build it well, and shipped it in a single two-week sprint once the team was restructured
- Launched product-led growth in stages: first intent to install, then self-install and setup, now in-app purchasing, after reworking pricing and feature gating
- Ran a Bayesian A/B test in PostHog on a B2B2C offer: conversion from 1.41% to 6.18% (4x) and +105% average ticket; built instrumentation from zero with PostHog and Metabase
- Write PRDs, user stories and acceptance criteria and run two-week sprints; prototype in Claude Code and Claude Design and hand off flows with the business rules already written

Product Designer II

Layers Education | Remote | Apr 2025 - Jan 2026

- Built a logistics module from zero after a critical vendor shut down, keeping an at-risk contract and taking it from hackathon to a live pilot in weeks
- Ran a B2B2C MVP end to end, from purchase journey to vendor and delivery: 53 sales across 8 accounts against a 50-unit success criterion

Product Designer I

Layers Education | Remote | May 2024 - Mar 2025

- Redesigned a messaging app with 400K+ active users, from research and NPS friction mapping to prototypes, usability tests and rollout: the app store rating went from 2.4 to 4.9
- Turned release notes into an adoption and cross-sell channel (+186% views, +69% active users year over year); cut support tickets by 51% by redesigning a high-friction feature

Customer Support Assistant

Layers Education | Sep 2022 - May 2024 (Intern until Oct 2023)

- Turned recurring customer issues into reports for product and engineering; ran customer onboarding and trainings

THINGS I BUILD ON MY OWN

- I take my own products from design to live with Claude Code: this portfolio, the landing page of Kaber (a B2C AI app, now with its first users) and the early version of Waler, a white-label after-sales product for real estate

SKILLS

- **Product:** Product Discovery, Customer Interviews, Roadmap and Prioritization, PRDs, Pricing, Product-Led Growth, Go-to-Market, A/B Testing, Stakeholder Management
- **Design and AI:** UX Design, UX Writing, Prototyping, Usability Testing, Figma, Claude Code, Claude Design
- **Data and delivery:** PostHog, Metabase, Agile, Scrum, Jira, Linear, Notion

EDUCATION

- B.A. in Social Communication (Advertising), UniEVANGÉLICA, Brazil | 2023 - Dec 2026 (expected)
- Certificates: Google UX Design (Coursera), UX and UI Best Practices (Intuitive Pixel), UI/UX Design (Udemy)

LANGUAGES

Portuguese (native) | English (fluent) | Spanish (basic)