Pietro Cosentino

Requirements Analyst | Business Analyst | Systems Analyst | Functional Analyst | Product Owner | Product Manager | Project Manager | Scrum Master

SaaS · B2B, B2C and B2B2C · SQL · System integrations

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Summary

Technology professional with 9 years of experience connecting business teams, users and engineering teams. Worked as Requirements Analyst, Systems Analyst, Product Owner and Scrum Master on B2B, B2C and B2B2C products and SaaS platforms, in fintech, education, travel, telecom, pet tech and construction.

End-to-end work, from discovery and roadmap to specification, delivery and UAT: PRDs, user stories and acceptance criteria, backlog prioritization by value, impact and effort, and delivery management with Scrum and Kanban using agile metrics (Lead Time, Cycle Time, Velocity and Throughput). Specified Pix instant payment integrations, following Central Bank of Brazil rules, for a B2B2C digital bank. For SESI SENAI, led the modernization of a legacy academic ERP and specified its integration with Moodle, covering more than 100,000 student enrollments.

2 years of experience as a software developer (APIs, SQL, C#, Postman, Docker, Kubernetes), which helps in technical discussions about feasibility, dependencies and risks. Uses generative AI every day for documentation and prototypes, and is currently doing an MBA in Artificial Intelligence for Business.

Skills

- **Product:** product vision, roadmap, discovery, user interviews, user journeys, MVP, releases, Product Design, prioritization by value, impact and effort
- **Delivery and agile:** Scrum, Kanban, setting up Scrum and its ceremonies, 2-week sprints, refinement, planning, daily meetings, removing blockers, delivery tracking, Lead Time, Cycle Time, Velocity and Throughput
- **Requirements and business analysis:** requirements gathering (interviews, workshops, process observation), functional and non-functional requirements, business rules, use cases, epics, user stories, acceptance criteria (BDD/Gherkin), PRDs, traceability, impact analysis and change control

- **Stakeholders and projects:** kickoffs, scope definition, alignment between business, technology, Compliance, Legal and external partners (banks and the Central Bank of Brazil), progress reports, mentoring of analysts
- **Process modeling:** AS-IS/TO-BE, BPMN (Bizagi, Zeebe Modeler), UML, Mermaid, user journeys, prototypes
- **Integrations and data:** REST/JSON APIs, gRPC, status mapping and integration logic, SQL, data modeling and data sources, log analysis (Elastic), BI indicators
- **Quality:** test scenarios, functional and integration testing, UAT, bug and incident triage, Postman, SoapUI, Cucumber
- **AI:** Kiro, Claude, ChatGPT, Copilot, Gemini, n8n; prompt engineering; AI agents in Python
- **Platforms and tools:** Microsoft Dynamics 365 (Sales, Finance & Operations), Power Platform, Moodle/LMS, Jira, Confluence, Azure DevOps, Figma, Git, CI/CD, Docker, Kubernetes, AWS
- **Languages and frameworks:** SQL, C#, Blazor, JavaScript, Python, X++, Java

Work experience

Hyti (previously through CRP Tecnologia) — client SESI SENAI

Requirements Specialist — Hyti · Jun 2025 – Present **Requirements Analyst** — CRP Tecnologia · Aug 2024 – May 2025

São Paulo · Hybrid · same client and product · team of 20 people

Educational ERP (B2B) that brings together systems and processes that used to run on spreadsheets and documents, integrated with Moodle.

- Define the roadmap and prioritize deliveries by business value, academic impact, technical effort and dependencies, using BI indicators; manage the backlog in Azure DevOps.
- Gather and document requirements with business teams, aligning needs, scope and constraints; write epics, user stories, acceptance criteria, business rules and PRDs.
- Led the functional side of the modernization of the legacy academic ERP, which only worked on Internet Explorer, into a solution that runs in the browser or as an installed app, with a Blazor frontend: discovery, requirements, MVP, refinement and UAT.
- Specified support tables that let business users add and set up new fields without help from developers, reducing response time and technical work.
- Specified reusable Blazor components, reducing rework and speeding up new features.

- Specified the automatic enrollment integration between the SEED, SGSET and Moodle systems, covering more than 100,000 enrollments: business rules, status mapping, access profiles and automated routines.
- Wrote PRDs with system flows, user journeys, status matrices and rules for each course type (self-paced distance learning, CAI, TEC, New High School and higher education).
- Plan 2-week sprints with about 7 user stories each, based on complexity, team capacity and value.
- Track Lead Time and Cycle Time to find delays and bottlenecks, and Velocity and Throughput to understand capacity and make deliveries more predictable.
- In daily meetings, follow up on stories stuck in development, testing or UAT and remove blockers; every month, review items that depend on third parties for future sprints.
- Run refinement sessions with developers to check dependencies, feasibility and the impact of changes.
- Map data models and data sources across the integrated systems, and use SQL to understand table structures and relationships.
- Map processes and integrations in BPMN and Mermaid, removing outdated steps, and present the flows to the technical and teaching coordination teams.
- Run functional tests and UAT, keeping traceability between requirements, user stories and tests.
- Use Kiro (AI tool) for requirements documentation and prototypes; created prompts and user story templates that the team adopted as standard.
- Mentored 4 analysts on documentation and tools.

Bluelogic Sistemas e Consultoria

Product Owner / Product Manager · Dec 2022 – Jul 2024 · Curitiba, Brazil · Remote

Software consulting company. Worked on three products at the same time: fintech (B2B2C), pet tech (B2C) and construction (B2B). In all of them: requirements gathering, backlog prioritization, Kanban management, delivery tracking and UAT.

Salário Já — digital bank for companies and their employees (B2B2C)

- Specified and tested in UAT the journeys for salary advance without HR paperwork, loans and fees, bill payments, QR Code payments and transfers (Pix, DOC and TED).
- Specified 4 Pix APIs using REST/JSON (SPI, DICT, dynamic QR Code, charges and refunds) with a team of 6 developers, including Central Bank rules such as daytime and nighttime Pix daily limits.

- Supported integrations with banking partners and the accreditation process with the Central Bank of Brazil; aligned requirements with Engineering, Compliance and Legal.
- Defined reconciliation and refund rules, wrote acceptance criteria in BDD/Gherkin and mapped payment flows in UML and BPMN.

Ajuda Pet — GPS collar to find lost pets (B2C)

- Worked as Scrum Master: introduced Scrum and its ceremonies to the team.
- Tested and approved in UAT the pet and owner registration and the collar sales journey.

Construction inventory ERP — material control for site engineers (B2B)

- Gathered needs with the client, turned them into tasks for the technical team and followed up on deliveries.
- Tested the mobile app in an AWS environment.

Smart Consulting

Software Developer · Apr 2022 – Nov 2022 · São Paulo · Remote

- Customized Microsoft Dynamics 365 Sales (CRM) for the client Neogrid: Power Automate flows, tables, forms and plugins in C# and JavaScript.
- Took part in client kickoffs, scope definition, and requirements gathering and validation.
- Wrote specifications, user stories, use cases and test scenarios in Scrum and Kanban teams.

EngineeringBrasil

Software Developer · Nov 2020 – Mar 2022 · São Paulo · Remote

- Built and maintained APIs for TIM (telecom) on the GoTemplate low-code platform, with some work in gRPC.
- Tested requests and integrations with Postman and SoapUI; ran automated tests with Cucumber and test data sets.
- Analyzed logs in Elastic to investigate failures and find the cause of incidents.
- Worked with Git, CI/CD, Docker and Kubernetes in Scrum and Kanban teams.

Flytour

Product Owner / Systems Analyst · Dec 2017 – Oct 2020 · São Paulo · On-site

Travel platform used by franchises, travel agencies and corporate clients (B2B).

- Helped turn a flight booking platform into a multi-product platform (hotels, transfers, car rental and bus travel), with integrations to ClickBus, Localiza, Movida and hotels.
- Worked on centralizing payments in the platform, which replaced sending credit card data by email; specified rules for payment links, RAV and DU fees, no-shows and fraud prevention.
- Prioritized the backlog, wrote user stories with acceptance criteria, took part in release planning and shared progress with stakeholders.
- Supported franchises and agencies: reproduced reported errors with tests, classified them as bug, improvement or user error and sent them to the project and technical teams, following the SLA.
- Configured Dynamics 365 Sales and Finance & Operations, and briefly worked as an X++ developer.
- Ran acceptance tests and UAT before each release.

LVK Sistemas

Intern · Jan 2017 – Nov 2017 · São Paulo

- Supported and maintained the Buran system and trained supervisors to use it.

Projects — PFC Soluções (my own company)

Own products, built end to end: discovery, MVP, requirements, business rules, AI-assisted development, testing and validation.

- **AI virtual assistant for personal trainers** (Python, B2B2C): an agent that answers 24/7, attracts new students, shows plans, collects health questionnaires, and books and reschedules classes. The AI talks and the code acts: each action goes through a function that checks the request before saving it. Health data goes straight to the trainer and never passes through the AI model.
- **Online booking system for businesses and professionals** (Supabase/PostgreSQL, Vercel, JavaScript, B2B2C, SaaS): service booking for barbershops, nail salons, clinics and other businesses, with one page per business and a calendar synced to the phone. A database rule blocks double bookings, access policies protect customer data, and database tests simulate an anonymous visitor.
- **FinançaFácil** (Flutter, Dart, Supabase, B2C): app to manage upcoming bills, with recurring and installment bills, a statement and a reminder 3 days before the due date. PRD, MVP and business rules; first MVP finished.
- **Trilingual portfolio** (React, TypeScript): career, case studies and documentation examples at www.pietrocosentino.com.br.

Education

- MBA in Artificial Intelligence for Business — Impacta Tecnologia · in progress (expected Sep 2027)
- MBA in Mobile Development — Unyleya · 2022–2023
- Postgraduate Specialization in Java Systems Development — Unyleya · 2022–2023
- Bachelor's Degree in Information Systems — Universidade Paulista (UNIP) · 2015–2018

Certifications and courses

- Scrum Foundation Professional Certificate (SFPC) — CertiProf · 2024
- PM3: Product Manager and Product Discovery (2025); Product Design, Product Growth and Product Marketing (2026)
- CPRE-FL preparation course (Requirements Engineering) — Udemy · 2024
- Microsoft Azure Fundamentals (AZ-900) — preparation course

Languages

Portuguese (native) · English (intermediate; good reading and listening) · Spanish (basic)