

ITAMAR ROCHA FILHO

+55 83 99444-7289 - itamardprf@gmail.com

Languages Native Portuguese, Fluent English, Intermediate French, Intermediate Spanish.

Github : ItamarRocha **Linkedin** : in/itamarrocha

EXPERIENCE

Software Engineer Intern - Meta [London] 01/2023 - 04/2023

I worked on the App Ads Platform team. I was responsible for creating a new feature for Instagram Ads. The project consisted of creating an end-to-end demo (Back end + Front end: web and mobile), testing, Analyzing metrics, Resolving bugs, and collaborating with other teams. I completed the project in advance and started working on side projects to help the team.

Software Engineer Intern - Praso [Recife] 05/2022 - Present

Praso is a startup based in Brasil that aims to help Small and Medium Businesses to buy cheaper products with quality service and delivery. I am responsible for developing and maintaining the company's mobile app. The app is available in both Play and Apple store and, when I left the company, it was responsible for 37% of the monthly GMV, which was growing fast near 1 million dollars.

Software Engineer Intern - Meta [London] 01/2022 - 04/2022

I worked on the AI for AR team. The team is focused on cutting-edge research in computer vision and audio. My internship involved adapting a state-of-the-art model to use Meta's production environment, cleaning, refactoring the code and deploying it for further testing and production use.

Software Engineering Intern - Google [Belo Horizonte] 08/2021 - 11/2021

I worked on Google Search - contextualization team. My work consisted of doing data exploration and analysis of a new data source, creating an end-to-end demo (Data Generation + Analysis + Back-end + Front-end). After completing my demo, I was able to increase the original feature's coverage by 68.38%, while maintaining a high data quality.

Research Initiation Fellow - UFPB [João Pessoa] 09/2020 - 09/2021

Developed an approach to automatically describe characters — in a video or in an image — combining Deep Learning (DL), Face detection, Facial Expression detection techniques, and audio synthesizers. Our proposal uses the detection tools, applies some DL models to the analyzed data, and generates an audio description. The research paper was published on WebMedia.

Combinatorial Optimization Developer - Atoptima and UFPB [Bordeaux] 11/2020 - 04/2021

Atoptima is a french startup in decision support system aiming to offer cutting-edge mathematical optimization to all businesses requiring resource assignment optimization. My job consisted of documenting/testing/building private software and optimizing Coluna.jl a mathematical programming solver.

EDUCATION

B.S in Computer Engineering - Universidade Federal da Paraíba - 9.58/10 07/2018 - 12/2023 (expected)

TOOLS AND INTERESTS

Tools Julia, C, C++, Python, JavaScript, Flutter, PyTorch, TensorFlow, Git, Linux.
Interests Startups, Venture Capital, Software Engineering, Machine Learning, Mobile Development.

EXTRACURRICULAR ACTIVITIES

Ex-President, Co-Founder and Advisor TAIL - UFPB 08/2020 - Present

TAIL (Technology and Artificial Intelligence League) is a non-profit organization that is oriented by the ARIA LAB professors. The Academic league aim is to teach new students, produce content, contribute to AI and Data Analysis field and help the members achieving their goals (internships, graduation programs, full-time jobs). It currently has 65 active members.

PUBLISHED PAPERS

An Approach for Automatic Description of Characters for Blind People WebMedia 2021
Iris-CV: Classifying Iris Flowers Is Not as Easy as You Thought BRACIS 2021

HONORS AND AWARDS

Tech Fellow - Fundacao Estudar 09/2021

This process selects students that will lead Brazil's technological revolutions. It is a merit-based scholarship, founded by prominent Brazilian businessmen Jorge Paulo Lemann, Marcel Telles, and Beto Sicupira. It includes a grant to pursue studies abroad, mentorship, and career support.