

Bruno CHICELLI

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 github |  linkedin |  medium |  portfolio

SUMMARY

Python | SQL | TensorFlow | PyTorch | LangChain | PySpark | Google Cloud Platform | Amazon Web Services

Fluent: English | Portuguese **Proficient:** Spanish **Beginner:** German

Project Img2Art-Search. A Vision transformer model used to search for human art given any image

PROFESSIONAL EXPERIENCE

HANDOFF - SENIOR ML/AI ENGINEER - AUSTIN (REMOTE)

03/2025 - Current

Creating the best AI to estimate construction costs.

REELGOOD - SENIOR MACHINE LEARNING ENGINEER - SAN FRANCISCO (REMOTE)

11/2023 - 03/2025

Responsible for a new version of the company core algorithm that matches movies, shows and shows episodes across 60+ streaming services in 8 languages, totaling more than 3 Million titles. Deployed it to AWS using Pytorch, ChromaDB, SBERT, Docker and AirFlow running on Kubernetes (EKS). The new solution improved upon the current one by 750x on performance, from 3s/title to 4ms/title with significantly better precision.

GLOBO GROUP - STAFF MACHINE LEARNING ENGINEER

04/2023 - 11/2023

Developed and deployed models and data pipelines to manage behavior graphs at a massive scale, serving a user base exceeding 100 million unique users. Using tech like Vertex AI, DataProc, DataFlow, and BigQuery on large-scale graphs.

Won the internal hackathon with user embeddings + generative AI to generate segment-optimized creatives and text for ads.

GLOBO GROUP - SENIOR DATA SCIENTIST

06/2021 - 03/2023

Developed and deployed a real-time AI pipeline using PyTorch, TensorFlow, Python, OpenCV, AWS, Cloud Run and Functions which optimized ad placement in over 2k videos per day adding R\$10 million in revenue per year.

Developed a contextual extractor and clustering algorithm for every article published at G1, GShow and GE to assess the CTR lift provided by different contexts for advertisers. Used PyTorch, Top2Vec, Cloud Functions and Vertex AI;

Applied genetic algorithms to automate advertising strategies in broadcast and cable TV. This initiative yielded a remarkable annual revenue generation of over R\$30 million.

BOA VISTA SERVIÇOS - DATA SCIENTIST

08/2020 - 06/2021

Created a model for propensity of credit card acceptance and activation which was sold to a top20 world bank.

Developed a faster ML pipeline reducing Data Scientists overhead from 2 weeks down to 3 hours using MLFlow and GCP;

ARCELORMITTAL - JUNIOR DATA SCIENTIST

05/2019 - 07/2020

Saved R\$1.3 million yearly with automation, machine learning and data science using Python, R, Azure, SQL;
Created a sales forecasting project for over 100 points of sale all over Brazil.

EDUCATION

USP - POLYTECHNIC SCHOOL OF THE UNIVERSITY OF SÃO PAULO

01/2020 - 12/2021

ARTIFICIAL INTELLIGENCE SPECIALIZATION

2 year graduate studies in Machine Learning and Deep Learning - dissertation on YOLOv4 + SIFT for vehicle counting

UFABC - FEDERAL UNIVERSITY OF ABC

05/2015 - 05/2019

BACHELORS IN SCIENCE AND TECHNOLOGY

Award of Merit in Physics III, top 75 student out of 1900 in the course - selected to teach other students

COURSES AND CERTIFICATES

- **Data Science Dojo** - LLM Bootcamp working with RAG, LangChain, LangGraph, Vector DB (40 Hours)
- **Google** - Advanced Solutions Lab (16 weeks focused on several tools for ML in GCP w/ Google Experts)
- **Deepmind.ai** - Deep Learning Specialization (16 weeks)
- **Deepmind.ai** - Tensorflow Developer Specialization (16 weeks)
- **Deepmind.ai** - Machine Learning with Tensorflow in Google Cloud Platform (16 weeks)
- **Alura** (13 courses) Courses on Linux, Shell, Docker, Kubernetes and Flutter
- **Coursera** (16 courses) Machine Learning, Andrew Ng and other 15 courses in the specializations
- **HarvardX** (3 courses) Data Science: Productivity Tools; Visualization; Machine Learning
- Volunteered in Buenos Aires, Argentina: taking care of children who lived in a orphanage in the suburbs, AIESEC