

Adriano Caversan

Frontend Developer

Location: São Paulo - Brazil

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Summary:

With over 25 years of experience, I'm a multidisciplinary IT and Design professional with a generalist profile, having worked across web development studios, game studios, audiovisual and multimedia productions, advertising agencies, digital signage, digital out-of-home (DOOH), and online retail. I have deep expertise in software development processes, with a strong focus on front-end development for web, games, and multimedia. I also work as a Designer, specializing in interfaces, UX/UI, and 2D animation. This rare blend of IT and Design allows me to deliver visually faithful projects with high-quality code, an intersection that few professionals explore. My integrated knowledge also supports the creation of scripts for games and animations, enhancing visual fluidity and significantly accelerating delivery timelines. Another key differentiator in my career has been acting as a bridge between Design and IT teams, developing technical specifications for design files, automating delivery workflows, and generating code directly for development teams. This integration has substantially increased output, reduced errors, and brought predictability, quality, and consistency to the entire production process.

Skills:

- Software Development:

Advanced Knowledge: HTML5, Javascript, Typescript, CSS3, Python, PHP, C, C++, C#, .NET Framework, PHP, MQTT, AMQP, RabbitMQ, Kafka, Clean Code, SOLID, DRY, KISS, Algorithms, Paradigms, Powershell, Shell, Batch, Adobe Extended Script, Git, SVN, Wordpress, Drupal, Git Copilot, AI.

Intermediate Knowledge: React, Redux, Vue, Angular, Electron, Microservices, Microfrontend, NodeJS, Node-RED, Docker, Kubernetes, API REST, SOAP, gRPC, GraphQL, Design Patterns, GoF, NoSQL and SQL Databases, LGPD, data analysis, AI algorithms (Machine Learning, Deep Learning, image visualization, genetic algorithms and neural networks).

Basic Knowledge: DevOps e CI/CD, Github Actions, automatic tests (TDD). Cloud (AWS, Lambda, GCP and OCI), (IaaS, PaaS, SaaS), Docker and Kubernetes, Infrastructure as a Code (IaC), cybersecurity, cryptography, JWT, Autho, Observability and Monitoring (Datadog, Grafana), Clean Architecture.

- Design and Web Marketing: Photoshop, Krita, GIMP, Corel Draw, Illustrator, Inkscape, InDesign, XD, Figma, UX/UI, accessibility, web, Bridge, Google Analytics, ad-banners, programmatic media, social media, DCO, landing pages, SEO metrics, web funnel, consumer journey, retail media.

- Project Metodologies: DDD, Event Storming, Brainstorming, Design Thinking, Kanban, Agile, SCRUM, Jira, Trello, Slack, Project, PMI, Waterfall, Six Sigma, Lean, Toyota.

- Eletronics and Computer Engineering: IoT, Industry 4.0, Smart Cities, Mechatronics, Motors, Generators, Batteries, Strength and Mechanics of Materials, Optics, Quantum Physics, Electromagnetism, Technological Chemistry, Welding, Microchips, Electronic Components, IO Communication Ports, Communication Protocols, Signal Analysis, Firmware, PLC (Arduino, STM32 and ESP32), Sensors, Actuators, Metrology.

- Animation, Games and Audiovisual Production: After Effects, DaVinci Resolve, Motionscript, GSAP, Google Web Designer (GWD), Adobe Animate, Milagro, Actionscript, 2D and 3D games, characters and environments, Unity, Godot, Pygame, Technical Art, Level Design, GDD, 3D Modeling, Textures, Special Effects, Blender, Spine, Première, Media Encoder, OBS, Audition, Sound Forge, Audacity, Kdenlive, audiovisual studio, cameras, lighting, cabling, linear and non-linear editing consoles, switchers, splitters, video encoders, protocols and codecs for streaming on demand, broadcast and live transmission, satellite transmission, software development for media players for web, STB, IPTV, and satellite receivers.

Education:

- **MBA in Software Engineering** - USP/Esalq - São Paulo - Brazil.

Start: February 2024 - Completion: November 2025.

- **Bachelor's Degree in Computer Engineering** - Univesp - São Paulo - Brazil.

Start: August 2021 - Completion: November 2025.

- **Bachelor's Degree in Information Technology (IoT)** - Univesp - São Paulo - Brazil.

Start: August 2021 - Completion: August 2024.

- **Associate Degree in Digital Game Development** - São Paulo - Brazil.

Start: August 2011 - Completion: July 2015.

- **Bachelor's Degree in Advertising and Marketing** - Uni-Anhanguera - São Paulo - Brazil.

Start: February 2009 - Withdrawn: August 2010.

- **Associate Degree in Digital Graphic Production** - Unip - São Paulo - Brazil.

Start: August 2006 - Withdrawn: August 2008.

- **Associate Degree in Multimedia Design** - SENAC - São Paulo - Brazil.

Start: February 2001 - Withdrawn: February 2003.

Professional Experience:

Eletromidia S/A (Rede Globo) - November 2022 to March 2025 - São Paulo - Brazil

Position: Senior Frontend Developer

Responsibilities: Coordination and mentoring of interns and trainees; technical reference in frontend development for animation and rich media; gathering technical requirements for frontend and HTML5 animations; software development for digital signage using React, Redux, Electron, and NodeJS; conversion of legacy Flash Actionscript code to modern web technologies; animation using HTML5, CSS3, JavaScript, GSAP, Adobe Animate, Milagro, Google Web Designer; high-impact special projects for digital signage involving video walls, LED matrix, and professional audiovisual equipment; frontend integration with data APIs for dynamic consumption of text, image, and video; graphic material handling using Adobe Photoshop, Adobe After Effects, and Adobe Illustrator; advanced video rendering using FFMPEG and Adobe Media Encoder; media conversion automation using FFMPEG and Python scripts.

Hogarth Worldwide (WPP Group) - June 2021 to October 2022 - São Paulo - Brazil

Position: Senior Frontend Developer

Responsibilities: Animation of dynamic and static advertising banners using HTML5, CSS3, and JavaScript animation frameworks such as GSAP, Adobe Animate, Milagro, Google Web Designer; graphic material handling using Adobe Bridge, Adobe Photoshop, Adobe After Effects, and Adobe Illustrator; variation of banner formats ensuring high throughput and graphic consistency; automation of image optimization processes for the web; delivery of a high volume of advertising banners across more than 150 projects and format variations for companies such as Bayer, L'Oréal, Coca-Cola, BMW, Amex, Jameson and more.

Ortiz Gaming - September 2015 to November 2019 - São Paulo - Brazil

Position: Senior Designer (Lead Technical Artists)

Responsibilities: Specialist in casino game projects using Adobe Extended Script, Adobe After Effects, Adobe Animate, Adobe Photoshop, Adobe Illustrator, Adobe Audition, C, C++, Godot, Spine; script development for automation and optimization of multimedia creation using Adobe Extended Script, JavaScript, Python, Batch Script, PowerShell, Shell, Visual Basic, FFMPEG, ImageMagick, and PNG Gauntlet; technological update and remastering of legacy games from the 80s and 90s based on legacy technologies such as MS-DOS, Windows XP, C and C++, as well as legacy formats for sound, video, and image; special effects for game cabinets using IoT controllers for real-time interaction with LED strips and sound effects; animation of characters and graphic elements of the game; leadership of the Tech Artists team, providing all creative content for the gaming platform.

Atmo Mídia Digital Corporativa - September 2013 to September 2015 - São Paulo - Brazil

Position: Senior Flash Programmer

Responsibilities: Analysis and development of systems for Digital Signage, kiosks, and multimedia; systems for video streaming on demand or live; transmission via web or satellite through the Digital TV system using FFMPEG, OBS, and Adobe Media Encoder; configuration and optimization of operating systems for Windows, Linux, and Android; high-impact special projects for digital signage involving video walls, LED matrix, and professional audiovisual equipment; hardware testing, requirements gathering, and preventive maintenance; programming for embedded systems and digital signage devices using Actionscript 3, .Net Framework, C#, and C++; use of serial ports for IO communication; firmware updates; frontend integration with data APIs for dynamic consumption of text, image, and video; graphic material handling using Adobe Photoshop, Adobe After Effects, and Adobe Illustrator; major national company cases such as Magalu, Habib's, Cacau Show, Military Police of the State of São Paulo, KPMG, Casas Bahia, Ri Happy, Bodytech, DASA, Natura, Bayer.

Unidas Rent a Car - June 2013 to September 2013 - São Paulo - Brazil

Position: Digital Marketing Analyst

Responsibilities: Coordination of online media projects; construction and maintenance of corporate portals using HTML, CSS, JavaScript, WordPress, and Adobe Flash; integration with social media service APIs; creation of animations for banners and landing pages using Adobe Flash, Actionscript, and GIF; monitoring, metrics analysis, and SEO optimization; email marketing production; A/B testing.

Elemidia Empresas (Grupo Abril) - August 2007 to May 2013 - São Paulo - Brazil

Position: Senior Actionscript Programmer

Responsibilities: Actionscript 2 programming for maintenance and development of new features for Digital Signage and Corporate TV software at Elemidia Empresas; layouts for Corporate TV interfaces based on client visual identity; 2D animations and stingers; video editing and processing using Adobe Flash, After Effects, and FFMPEG; frontend integration with data APIs for dynamic consumption of text, image, and video; graphic material handling using Adobe Photoshop, Adobe After Effects, and Adobe Illustrator; major national and multinational company cases with participation in over 300 projects including Nokia, Abril, Unilever, Volkswagen, Philips, Abbott, Syngenta and more.

Previous Experience - Between 2000 and 2007

Companies: Graphic Companies; Digital Advertising Agencies and freelance projects as Web Designer; Multimedia Designer and Frontend Developer. **Responsibilities:** Project management, cost analysis for web and multimedia; journalistic photo and video coverage for fairs, social and corporate events; audiovisual equipment setup, lighting setup; hiring professionals and equipment for photography and audiovisual projects; direction of analog and digital photo and video studio; design, development, and maintenance of static and dynamic websites; backend creation for dynamic content and services such as forums, polls, chat rooms, contact forms, image galleries; integration with news APIs; hosting control and maintenance using CPanel and Linux; creation of animations for banners, landing pages, and corporate materials; 3D animation; image, audio, and video editing; email marketing production and delivery; monitoring, metrics analysis, and SEO optimization; A/B testing; user support.

Courses and certificates:

- Accessibility and inclusion - UNIVESP - 2025 (duration 80 hours).
- Redux, React Redux & Redux Toolkit RTK Course - Udemy - 2024 (duration 20 hours).
- Arduino - Centro Paula Souza - Cetec - 2022 (duration 30 hours)
- Discover the 5G - Senai - 2022 (duration 15 hours)
- Discover the Blockchain - Senai - 2022 (duration 20 hours)
- Data Science introduction - FGV - 2022 (duration 60 hours)
- Data Protection - FGV e nic.br - 2022 (duration 5 hours)
- Cybersecurity - FGV e nic.br - 2022 (duration 5 hours)
- Complete Modern Web: HTML, CSS, Javascript, React, NodeJs and more - Udemy - 2020 (duration 88 hours).
- AngularJS - Loiane.training - 2020 (duration 28 hours)
- Filming and direction - Senai - SP - 2003 (duration 20 hours)
- Lightwave 3D modelagem e animação - Senac - SP - 2002 (duration 60 hours)
- Web Design - Senac - SP - 2000 (duration 96 hours)
- Illustration and Graphic Arts - Fundação Bradesco - 1992 (duration 960 hours)

Languages:

- **Brazilian Portuguese** - Native;
- **English** - Proficient - B1 level – score 450 in TOEFL ITP;