

# Adriano Caversan

**Occupation:** Designer and Software Developer for Web, Games, Digital Signage and Multimedia.

**Age:** Jul/02/1976

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**Location:** São Paulo, Brazil.

**Nationality:** Brazilian.

**Marital status:** Married.

**Children:** Yes.

**Driver License:** cat. B.

**Particular car:** Yes.

**Business travel availability:** Yes for short travels.

**Availability for moving:** Yes with my wife and my daughter.

## Opportunity:

To work with design or software development for web, games, digital signage, and multimedia.

## Professional profile:

A generalist professional with extensive knowledge in the production steps for web, games, multimedia, and audiovisual projects. I currently work as both a Designer and Programmer, combining skills from both fields, which is a rare ability in the market. In addition to artistic skills, I have been involved with computing since the 1980s, using it professionally since 1993. In 1998, I began studying computer graphics and, by the late 1990s, programming, focusing primarily on Web and Multimedia. Since 2007, I have been working with Digital Signage, and although I created games earlier, it was in 2010 that I deepened my studies in this area to advance my knowledge in multimedia and programming.

## Technical Skills:

- **Programming:** Advanced knowledge in frontend development for web, multimedia, and games using Adobe Creative Suite, HTML5 JS CSS3, JS Frameworks. Intermediate knowledge in backend, providing a full-stack profile using React, Redux, NodeJS, Angular, Vue, NoSQL and SQL.
- **Automation:** Advanced experience in scripting to automate tasks and processes in both Linux and Windows systems, including media conversions, scheduled tasks, and automated routines.
- **Desktop Development:** Programming for Windows desktop applications using .NET (backward compatibility, embedded systems, limited hardware, IoT, multimedia).
- **Industry:** Experience with Creative Studios, Web Marketing, Advertising, Game Studios, and Multimedia Studios.
- **Hardware:** Knowledge of computer graphics, embedded systems, and IoT.

## Education:

- **MBA in Software Engineering**, USP/Esalq - Feb/2024 - Expected Graduation: Jan/2026.
- **Bachelor's Degree in Computer Engineering**, Univesp/SP - Aug/2021 - Expected Graduation: Jan/2026.
- **Bachelor's Degree in Information Technology (IoT)**, Univesp/SP - Aug/2021 - Graduation: Jul/2024.
- **Technologist in Game Development**, FATEC/SP - Aug/2011 - Graduation: Jul/2015.
- **Bachelor's in Marketing and Advertising**, FIZO - Feb/2009 - Dropped out in the 3rd semester.
- **Technologist in Digital Graphics Production**, Unip - Aug/2006 - Dropped out in the 4th semester.
- **Technologist in Multimedia Design**, SENAC/SP - Feb/2001 - Dropped out in the 4th semester.

## Courses:

- **Angular**, Loiane.training - 2020 (28 hours)
- **Modern Web Development**, Udemy - 2020 (88 hours)
- **Freehand Drawing and Painting**, Escola de Artes de Osasco, SP - 2006 (60 hours)
- **Film Direction**, Senac, SP - 2003 (20 hours)
- **Game Production**, Senac, SP - 2002 (1 year)
- **Lightwave 3D Modeling and Animation**, Senac, SP - 2002 (60 hours)
- **Web Design**, Senac, SP - 2000 (96 hours)
- **Graphic Arts**, Fundação Bradesco - 1992 (1 year)

## Languages:

- **Portuguese:** Native
- **English:** Professional working proficiency
- **Spanish:** Basic (reading and listening)

## Professional Experience:

**Eletromidia S/A (Rede Globo) - Nov/2022 - Present**

**Position: Senior Fullstack Developer**

- Full-stack development for digital signage software using React/Redux.
- Conversion of legacy code (Actionscript) to modern technologies.
- Multimedia animation using JavaScript animation frameworks such as GSAP, Adobe Animate, Milagro, Google Web Designer.
- Automated media conversion using FFMPEG scripts.

**Hogarth Worldwide (WPP Group) - Jun/2021 - Oct/2022**

**Position: Senior Front-end Developer**

- Web animation for dynamic or static Ad Banners using Adobe Tools, HTML5, CSS3, JavaScript, and frameworks.
- Delivered thousands of banner ads in over 150 projects for global clients such as Bayer, L'Oréal, Coca-Cola, BMW, Amex, Jameson, and others.

**IGS International Solutions - Sep/2015 - Nov/2019**

**Position: Senior Digital Designer (Lead Technical Artist)**

- Adobe tools specialist for gambling game projects.
- Script development for automating and optimizing multimedia creation using ffmpeg, ImageMagick, JavaScript, batch, and shell commands.
- Updating legacy games from the 80s and 90s, using MS-DOS and C-based technologies.
- Led the Tech Artist team in providing all creative content for the game platform.

**Atmo Mídia Digital Corporativa - Sep/2013 - Sep/2015**

**Position: Flash Programmer**

- System analysis and software development for digital signage, totems, and live or on-demand video streaming.
- OS setup and optimization for Windows, Linux, Android, and Java.
- Research and testing of hardware for ARM and x86, video decoders, thin clients for digital signage, totems, and multimedia.
- IT Leader, including global hardware and software negotiations.

**Unidas Rent a Car - Jun/2013 - Sep/2013**

**Position: Digital Marketing Analyst**

- Led the digital marketing team.
- SEO metrics analysis and web development.
- Managed the maintenance of the Unidas portal and created online and offline marketing materials.

**Elemidia Empresas - Aug/2007 - May/2013**

**Position: Programmer**

- Actionscript 2 programming for digital signage software development and maintenance.
- Developed digital signage layouts and corporate TV content based on client brand guidelines.
- Created 2D teasers, video editing, and animations.
- Worked on multinational client projects, implementing over 250 projects.

**Edições Paulinas - Nov/2006 - Mar/2007**

**Position: Web-Designer**

- Managed content for the Edições Paulinas portal using Flash, ASP.NET, audiovisual content, and HTML/CSS.

**LC2 (TCPcom partner) - Sep/2005 - Nov/2006**

**Position: Web-Developer**

- Developed institutional websites, dynamic websites, databases, web marketing, user support, and hosting services.

**Bit-Click Photo Digital - Dec/2004 - Aug/2005**

**Position: Camera Man**

- Captured photos and videos for trade shows and events, video editing, and special effects.

**Yazz Design - Nov/2002 - Dec/2004**

**Position: Multimedia Art Director**

- Project management, cost analysis for web and multimedia, website production, graphic arts, illustration, team leadership, and user support.

**Dialeto Comunicação - Apr/2002 - Oct/2002**

**Position: Web-Designer**

- Developed institutional sites, dynamic websites, databases, web marketing, and multimedia content.

**TCPcom Ltda - Nov/2000 - Dec/2001**

**Position: Web-Designer**

- Developed institutional sites, dynamic websites, databases, web marketing, and multimedia content.

**FOR MORE INFORMATION**

<http://adriano.caversan.com.br>

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