

Adriano Caversan

<https://www.linkedin.com/in/adriano-caversan/>
<https://www.caversan.com.br>

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

Age: Jul/02/1976

Mobile: +55 11 98091-0161

Email: adriano.caversan@gmail.com

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:

Open to work with design and software development for web, desktop, games, IoT, 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. IoT devices programming using Python, C and C++. Game Development using C#, Python and C++.
- **Automation:** Advanced experience in scripting to automate tasks and processes in both Linux and Windows systems (Batch Script and Bash), including media conversions, scheduled tasks, and automated routines.
- **Desktop Development:** Programming for Windows desktop applications using .NET (backward compatibility, embedded systems, low-end hardware, IoT, multimedia).
- **Industry:** Experience with Creative Studios, Web Marketing, Advertising, Game Studios, and Multimedia Studios.
- **Hardware:** Knowledge of computer graphics, PC computer architectures, embedded systems and IoT, general devices for creative studios, IO ports, network and over air communication.
- **Electronics:** Experience with electronics including soldering, electric components, IO ports, PLC firmware programming (Arduino, STM32, ESP32), IoT sensors, measurement devices (power, signal, sensors).
- **Multimedia:** Knowledge of streaming infrastructure including studio devices like cameras and illumination, professional AV cables, production boards, switchers, splitters, encoders etc. Experience with media capture, network and server infrastructure, web protocols and codecs for media streaming, on demand, broadcast and live web transmission, live media transmission over air using satellite digital tv signal, web front-end media player, Software for STB, IPTV and satellite media receptors.
- **Design:** Adobe Creative Cloud specialist with knowledge in photography, animation (web and multimedia), illustration (vector and bitmap), video editing, VFX, printing, web-sites.
- **Game Development:** Experience with common game engines like a Godot, Unreal and Unity. Game development for Ad-Games, gambling games and casual games. Tech Artist for asset production from design guideline.

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:

- **Redux, React Redux & Redux Toolkit RTK Course**, Udemy - 2024 (duration 20 hours)
- **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)
- **Italian:** Basic (reading and listening)

Professional Experience:

Eletromidia S/A (Rede Globo) – Nov/2022 – Mar/2025 - <https://eletromidia.com.br/>

Position: Senior Fullstack Developer

- Full-stack development for digital signage software using React, Redux, Electron and NodeJS.
- Conversion of legacy code (Actionsript) to modern technologies.
- Multimedia animation using JavaScript animation frameworks such as GSAP, Adobe Animate, Milagro, Google Web Designer.
- High impact special audiovisual projects for digital signage involving video wall, led matrix and professional audiovisual hardware.
- Automated media conversion using FFMPEG scripts.

Hogarth Worldwide (WPP Group) – Jun/2021 - Oct/2022 - <https://www.hogarth.com/>

Position: Senior Front-end Developer

- Web animation for dynamic or static Ad Banners using Adobe Tools, HTML5, CSS3 and Javascript animation frameworks like GSAP, Adobe Animate, Milagro and Google Web Designer.
- 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 (Ortiz Gaming) – Sep/2015 - Nov/2019 - <https://ortizgaming.com/pt/>

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.
- Audiovisual effects for casino game cabinets using IoT controllers for real time game interaction with led stripes, light effects and soundscapes.
- Lead the Tech Artist team in providing all creative content for the game platform.

Atmo Mídia Digital Corporativa – Sep/2013 - Sep/2015 - <https://atmodigital.com.br/>

Position: Flash Programmer

- System analysis and software development for digital signage, totems, live or on-demand video streaming over web or satellite DTV transmission.
- OS setup and optimization for Windows, Linux, Android, and Java.
- Research and testing of hardware for ARM and x86, audiovisual hardware, video decoders, thin clients for digital signage, totems, and multimedia.
- High impact special audiovisual projects for digital signage involving video wall, led matrix and professional AV hardware.
- IT Leader, including global hardware and software negotiations.

Unidas Rent a Car – Jun/2013 - Sep/2013 - <https://www.unidas.com.br/>

Position: Digital Marketing Analyst

- Coordination of projects for online media.
- Analysis of Unidas portal metrics.
- Web systems analysis.
- Maintenance of Unidas portal content.
- Layouts for online and print media.
- Video editing and processing.
- Production of e-mail Marketing.

Elemidia Empresas – Aug/2007 - May/2013 - <https://eletromidia.com.br/>

Position: Programmer

- Actionsript 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 300 projects.

Edições Paulinas – Nov/2006 - Mar/2007 - <https://www.paulinas.com.br/>

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

- Photographer and Camera man for social events, video and photo capture and editing, special effects for multimedia products, DVD authoring and distribution.

Yazz Design – Nov/2002 - Dec/2004 - <https://yazz.com.br/>

Position: Multimedia Art Director

- Project management, cost analysis for web and multimedia, website production, graphic arts, illustration, team leadership for photo and audiovisual production, customer 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.