Felipe de Freitas Campos (KiKo)

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ABOUT ME

I am a seasoned Cloud Architect and FinOps Specialist with nearly two decades of experience in the technology industry. My journey began in 2006 with PHP and has since expanded to include a broad spectrum of programming languages and frameworks such as .NET, Java, Python, and JavaScript (including Node.js, React, Angular, and Vue.js), as well as mobile technologies.

I have extensive experience with relational and non-relational databases, including MySQL, PostgreSQL, Oracle, SQL Server, MongoDB, DocumentDB, CosmosDB, and DynamoDB.

Since 2012, I have specialized in cloud computing, working across major platforms including AWS, Azure, Google Cloud, IBM Cloud, and Oracle Cloud. My expertise encompasses IaaS, PaaS, and SaaS, with a strong emphasis on Infrastructure as Code (IaC), serverless architectures, and DevOps practices. In recent years, I have focused on Cloud Architecture, Governance (CCoE), and FinOps, helping organizations optimize their cloud environments through cost efficiency, strategic automation, and operational excellence.

I have hands-on experience with a wide range of tools that support automation, governance, and continuous delivery, such as Jenkins for CI/CD pipelines, Terraform and CloudFormation for infrastructure provisioning, Cloud Custodian for policy enforcement, and CloudQuery for data extraction and analysis. These tools have played a key role in enabling reliable, scalable, and cost-effective cloud operations across various environments.

Beyond my technical roles, I am committed to knowledge sharing and community involvement. I actively engage in the tech community as an AWS Community Builder and organizer of the AWS User Group Campinas. I frequently participate in events, mentoring initiatives, and educational activities.

Currently, I am exploring the field of Artificial Intelligence, with a particular interest in generative models and their application in automation, development, and innovation.

EMPLOYMENT HISTORY

AWS Cloud Architect at GFT, Remote / São Paulo
September 2025 – Actual

Acting as AWS Cloud Architect.

#AWS #Cloud #FinOps

AWS Developer / Cloud Architect at Instituto Venturus, Remote / Campinas
December 2022 – September 2025

As an AWS Developer at Instituto Venturus, I have been responsible for designing and implementing reusable solutions, guardrails, and infrastructure templates to support a variety of projects, with a strong focus on promoting best practices in Cloud, DevOps, and FinOps. I actively contributed to the development of serverless applications using Python and Node.js, leveraging DynamoDB as the primary data store. All infrastructure provisioning was executed through Infrastructure as Code using AWS CloudFormation or Terraform, ensuring consistency, scalability, security, and automation across environments.
In addition to these responsibilities, I have also been involved in the development of AI-powered products, participated in technical oversight across all other cloud-related projects within the organization, and provided support in both pre-sales and post-sales phases of cloud solutions, bridging technical and business needs.

#AWS #Azure #GCP #Cloud #DevOps #Serverless #IaC #Terraform #CloudFormation #Python #NodeJS #DynamoDB #FinOps #AI #ProductDevelopment #PreSales #PostSales

Cloud Architect and FinOps Specialist at Wildlife Studios, Remote
August 2022 – December 2022

As an AWS Cloud Architect at Wildlife Studios, I led FinOps initiatives focused on cost optimization across multi-account cloud environments. My responsibilities included analyzing AWS usage patterns, generating detailed cost reports, and identifying opportunities to reduce service consumption while maintaining performance and reliability. I collaborated closely with product and engineering teams to propose and implement architectural improvements that enhanced both cost efficiency and scalability.
In addition to leveraging native AWS services, I conducted technical and financial evaluations of third-party platforms such as Databricks and Kubernetes, supporting strategic decisions with insights on performance, scalability, and total cost of ownership.

#AWS #FinOps #Databricks #Kubernetes #MultiAccount #Scalability #Architecture #CloudStrategy #Forecast #SQL #Linux #DataViz #Looker

FinOps Specialist at iFood, Remote
May 2021 – August 2022

As a FinOps Specialist at iFood, I contributed across the three core pillars defined by the FinOps Foundation: Culture, Visibility, and Execution.
Under Culture, I evangelized cost optimization best practices on AWS by creating internal documentation, delivering presentations, and fostering awareness across engineering teams.
In the Visibility pillar, I generated detailed reports for both technical and leadership audiences, mapped cloud spend, and proposed optimization strategies. I also conducted

architectural reviews before and after deployments and developed dashboards and automated reporting tools.

Within Execution, I collaborated with vendors to fine-tune tooling, performed rightsizing activities, and built Python-based automations for cost alerts, remediation workflows, data collection, and tag compliance. I also developed a complete cost collection and team notification automation pipeline using CloudCustodian and Python. Additionally, I actively engaged with product teams to evaluate, propose, and adjust software architecture and infrastructure to align with cost and performance goals. I supported the implementation of Infrastructure as Code (IaC) best practices using Terraform.

#FinOps #AWS #DevOps #Python #Terraform #IaC #Kubernetes #Dashboards #CloudReports #TagManagement #Rightsizing #Automation #CloudGovernance #IaC #CloudCustodian

AWS Cloud Architect at GFT / Itaú, São Paulo
March 2020 – April 2021

As an AWS Cloud Architect focused on the financial sector, I led the design and execution of on-premises to cloud migration projects, applying AWS architectural frameworks and best practices. I was part of the AWS Foundation team, responsible for automating the initial setup of AWS accounts to enforce governance, standardization, and compliance across environments.

In parallel, I contributed to the FinOps team by developing automation solutions using Cloud Custodian to detect, notify, and remediate resource usage inefficiencies. I also helped manage and evangelize cost optimization practices, leveraging FinOps tools and cloud cost management strategies to guide AWS product teams in their decision-making.

#AWS #CloudArchitecture #FinOps #CloudMigration #CloudCustodian #Automation #Governance #CostOptimization #DevSecOps #CloudEngineering #FinancialServices #IaC #AWSFoundation #CloudGovernance #Compliance

Cloud Architect at Cogna Educação, Valinhos
July 2019 – February 2020

As a Cloud Architect, I collaborated closely with development, DevOps, and SRE teams to promote best practices in infrastructure architecture and system design. I was responsible for managing and governing the cloud environment to ensure operational efficiency, security, and compliance. Additionally, I played a key role in establishing and advancing the FinOps discipline within the organization, aligning cloud usage with business and financial goals.

#CloudArchitecture #AWS #FinOps #DevOps #SRE #CloudGovernance #CostOptimization #CloudSecurity #InfrastructureDesign #CCoE #EducationTech #MultiCloud

CTO and Cloud Architect at VC Intelligence, São Paulo
November 2018 – July 2019

As a technical team leader, I oversaw task planning and execution, led hiring and retention efforts, and ensured alignment with client technology requirements. I also coordinated and promoted internal and external technical events to foster team engagement and industry presence.

Additionally, I led blockchain initiatives in collaboration with pre-sales and post-sales teams, promoting innovation and driving the adoption of blockchain solutions within the organization. I worked as a cloud infrastructure consultant across multiple cloud providers, delivering scalable and secure architectures tailored to diverse business needs.

#CTO #CloudArchitecture #MultiCloud #Blockchain #TeamLeadership #TechHiring #DevOps #Developer #CloudConsulting #Innovation #PreSales #PostSales #CloudStrategy #AWS #Azure #GCP #OracleCloud #IBMCloud #HuaweiCloud

Moodle Architect / Cloud Architect at **Kroton Educacional**, **Valinhos**
December 2015 – November 2018

I was responsible for managing and evolving the distance learning (EAD) platform, leading both internal teams and external vendors to ensure application stability, scalability, and performance in a cloud-based environment and development. I successfully handled high-concurrency scenarios with thousands of simultaneous online users and implemented DevOps practices to optimize deployment pipelines, enhance monitoring, and enable continuous platform improvement.

#Moodle #CloudArchitecture #AWS #DevOps #EAD #EdTech #HighAvailability #Scalability #Perfomance #APM #SRE #CICD #Monitoring #PlatformEngineering #CloudInfrastructure #LMS #PHP #MySQL #IaaS #PaaS #IaC

Senior PHP Developer at **Indústrias Fox**, **Cabreúva**
April 2015 - December 2015

Developed a custom ERP system using PHP and MySQL, deploying and managing the application on AWS cloud infrastructure to ensure high availability, scalability, and performance. Responsible for full-cycle development, from backend logic to infrastructure administration.

#PHP #MySQL #SQL #ERP #AWS #CloudInfrastructure #BackendDevelopment #DevOps #FullStack #Scalability #SystemAdministration #CustomSoftware #SysOps

Senior PHP Developer / AWS Architect at **Kroton**, **Valinhos**
March 2012 – April 2015

Developed and customized the Moodle LMS platform by creating native plugins aligned with official documentation and integrating with a variety of AWS services. Managed and maintained Linux-based servers on Amazon AWS, ensuring the learning environment delivered high availability, reliability, and performance.

#PHP #AWS #Moodle #LMS #Linux #DevOps #CloudInfrastructure #PluginDevelopment #EdTech #HighAvailability #SystemAdministration #EAD #CustomDevelopment

Partner and Technical Leader at **Criar Sistemas / Mídias Virtuais**, **Campinas**
September 2011 - March 2012

Provided technical leadership to the development team at Mídias Virtuais, focusing on PHP-based web solutions. Simultaneously worked as a .NET developer at Criar Sistemas, contributing to software development, feature enhancements, and system maintenance. Played a key role in bridging technologies across projects and supporting delivery timelines.

#PHP #DotNet #SQLServer #TechnicalLeadership #SoftwareDevelopment #WebDevelopment #TeamManagement #FullStack #SystemEnhancement #Agile #ProjectDelivery #ProductDelivery

Business Analyst / Developer at **Anhanguera Educacional**, **Valinhos**
April 2009 – September 2011

Worked primarily as a PHP developer, with additional experience in ASP.NET and PeopleCode (Oracle), using Oracle, MySQL, and PostgreSQL databases. Gained hands-on experience in system integration through Web Services and RESTful APIs.

Managed the student restricted area with a focus on the financial module, including the development of a new platform using PeopleCode within Oracle Campus Solutions and Enterprise Portal. Led the development of the Mobile Portal, Totem version, and integrations with Google Apps. Also responsible for daily system maintenance and requirements analysis for new projects.

#PHP #ASPNet #PeopleCode #Oracle #MySQL #PostgreSQL #RESTfulAPI #WebServices #CampusSolutions #EnterprisePortal #GoogleApps #MobileDevelopment #SystemIntegration #BusinessAnalysis #EdTech

PHP Developer at Nitromidia Tecnologia e Marketing, São Paulo
August 2007 – April 2009

At a digital marketing agency, I was responsible for developing both institutional and restricted-access websites. Initially focused on PHP development using MySQL, PostgreSQL, and MS SQL databases, I later expanded to ASP.NET projects.

Additionally, I built Web Services integrations and developed connection classes to enable seamless communication with Flash-based animations and interactive content.

#PHP #ASPNet #Javascript #MySQL #PostgreSQL #MSSQL #WebDevelopment #WebServices #Flash #InteractiveMedia #BackendDevelopment #DigitalMarketing #SystemIntegration

Web Developer and QA at System Plan / IBM, São Paulo
September 2006 - August 2007

Contributed to the e-commerce platform for servers and desktops, developing front-end features using HTML and JavaScript. Also applied software testing methodologies and acted as a Quality Assurance analyst, ensuring product quality and reliability throughout the development lifecycle.

#HTML #JavaScript #WebDevelopment #Ecommerce #Frontend #QualityAssurance #SoftwareTesting #ProductQuality #TestingMethodologies

PHP Developer at RCT Retail, São Paulo
March 2006 - September 2006

Worked on a MySQL-based administration system for supermarkets and hypermarkets, developing new modules and reports, performing maintenance and testing, and leading on-site implementation activities. Also handled system integrations via text file exchanges with third-party platforms.

#PHP #MySQL #RetailTech #SystemIntegration #SoftwareDevelopment #Reports #Supermarkets #OnSiteImplementation #Testing #TextFileIntegration

ACADEMIC EDUCATION

- **MBA in BI, Big Data and Analytics (Data Science)** at Anhanguera Educacional
  Online / December 2024
- **MBA in Cybersecurity and Cybercrimes** at Anhanguera Educacional
  Online / October 2024
- **MBA in Leadership, Team Management and Productivity** at PUCRS
  Online / December 202
- **MBA in SOA (Service Oriented Architecture)** at Metrocamp / IBTA
  São Paulo / December 2016
- **Technical License in Systems Analysis** at IBTA
  São Paulo / December 2007

CERTIFICATIONS AND COMMUNITY

- **AWS Solution Architect Associate** – September 2017 / March 2027
- **AWS Cloud Practitioner** – August 2020 / March 2027
- **AWS AI Practitioner** – June 2025 / June 2028
- **FinOps Certified Practitioner** – November 2023 / November 2025
- **FinOps Certified Engineer** – August 2024 / August 2026
- **AWS Community Builder** (5 years)
- **AWS User Group Leader** (Campinas / São Paulo)
- **Speaker and Mentor** in Cloud and FinOps

MORE INFORMATION

- Languages: English (Advanced), Spanish (Basic), Portuguese (Fluent)
- European citizenship (Portugal)
- Valid US Visa and Passport
- Available for domestic and international travel for work and events