Allan Ferreira

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SUMMARY

Experienced software developer with over 19 years of expertise in designing, developing, and implementing robust software solutions. Proven ability to work with a wide range of technologies, including Python, C#, React, AWS cloud services, Machine Learning, and Large Language Models. Skilled in data interoperability, architecting scalable systems, and leading technical teams. Strong analytical and problem-solving skills combined with a passion for innovation.

EXPERIENCE

Director of Technology
SOFA Digital   **May 2025 - Current**

- Strategic Leadership: Direct technology strategy and oversee implementation of enterprise-wide solutions, ensuring alignment with company's revenue operations and long-term business goals.
- AI Engineering Excellence: Architected and deployed cutting-edge AI solutions using LLMs, Python, and AWS that drive content discovery and personalization, resulting in 35% improvement in user engagement metrics.
- Financial Systems Innovation: Led the development and scaling of an internal financial royalty calculation system leveraging Machine Learning and Django, expanding its capabilities to handle 3x transaction volume.
- Data Architecture: Established enterprise data strategy leveraging advanced clustering algorithms to integrate multiple data sources including IMDB and Netflix, enhancing decision-making for content acquisition.
- Voice AI Solutions: Expanded our semantic voice search capabilities with enhanced AI models, reducing latency by 40% while increasing search accuracy by 25%.

Staff Software Engineer
SOFA Digital   **August 2023 - May 2025**

- Cloud Cost Optimization: Spearheaded the migration of 15+ applications to Kubernetes, slashing cloud costs by 20%. At a startup, efficient resource utilization is key, and I've proven I can deliver.
- Building From the Ground Up: Designed and implemented a financial royalty calculation system from scratch,using python, flask, django and AWS lambda saving the company $60k. This demonstrates my ability to take ownership, deliver complex projects end-to-end, and make a significant financial impact.
- AI-Powered Solutions: Developed AI applications with python, LLM and EDA that identify trending topics and suggest relevant movies in real-time, directly boosting marketing effectiveness. This shows I can think creatively and leverage AI to solve real-world business challenges.
- Boosted Marketing Efficiency: Engineered a semantic voice search application with React and ElasticSearch that enabled the marketing team to instantly find relevant movie information. This significantly streamlined their workflow and allowed them to focus on high-value activities
- Transformed Team Performance: Took charge of a 9-person team, including PO and QA, and implemented "Definition of Ready" and "Definition of Done" criteria. These changes, along with focused leadership, resulted in an 80% improvement in meeting deadlines, significantly boosting team efficiency and project predictability.

Full Stack Engineer
SOFA Digital   **August 2022 - August 2023**

- Built data interoperability automations with Python, AWS Lambda, ECS, SQS, and MySQL, increasing data exchange speed by 70%.
- Architected a Data Warehouse using Start Scheme, Python, MySQL, and Pentaho to improve information transparency.
- Migrated the filmelier.com website from PHP to Python + React.JS using Clean Architecture, SOLID principles, and unit tests, increasing feature implementation speed by 70%.
- Implemented CI/CD pipelines in the cloud using AWS CodePipeline, enhancing deployment safety and speed.
- Mentored junior developers in Python and React.JS.
- Created a computer vision application using LLM and Python to identify scenes in movies, improving operational efficiency.

Senior Software Engineer
Bitzar Solutions   **March 2022 - August 2022**

- Unified Nestlé's Global Operations: Delivered a near real-time data interoperability solution on Azure, connecting Nestlé with its affiliates worldwide. Leveraged Event Driven Architecture for seamless data exchange, boosting efficiency and reducing infrastructure costs.
- Built High-Performance Microservices: Developed and deployed robust microservices using .NET Core, C#, and Azure Functions, ensuring scalability and reliability for a demanding, high-throughput environment.

Technical Lead
HCFAMEMA   **January 2019 - February 2022**

- Delivered Telehealth Rapidly: Led the development and launch of a fully functional telemedicine platform in just 2 months, enabling critical patient care during the pandemic. This rapid response solution utilized Python, Node.js, React.js, and Xamarin/C# to provide a seamless experience across web and mobile devices.
- Preserved Medication Integrity: Developed an IoT-based system for real-time medication temperature monitoring and control, preventing spoilage and ensuring patient safety.
- Delivered Data Clarity: Modeled and built a comprehensive data warehouse using Star Schema, Oracle, and OLAP technologies. This provided the foundation for in-depth business analysis and reporting. Topped it off with Pentaho for intuitive data visualization and exploration, empowering stakeholders to make data-driven decisions.
- Slashed Medication Costs with AI: Developed "Prescription," an AI-powered application that leverages ontologies and machine learning to identify non-supported medications. This resulted in a 30% reduction in medication costs.
- Created Real-time Inventory Visibility: Developed a system that provides instant insights into inventory levels across multiple warehouses. Using C#, Visual Basic, MySQL, and RabbitMQ, this solution ensures real-time visibility of critical stock, enabling proactive management and preventing costly shortages.
- Elevated Engineering Expertise: Mentored and upskilled a team of 5 developers, equipping them with advanced software engineering practices like SOLID principles, Clean Architecture, Domain-Driven Design (DDD), and Design Patterns. This significantly improved the team's ability to build scalable and maintainable software.

Software Engineer
FAMEMA   **October 2008 - January 2019**

- Implemented the first version of hospital and university software using Oracle Forms and Java, migrating from COBOL and improving performance by 50%.
- Developed data interoperability routines with government systems using PL/SQL, improving traceability and reducing healthcare claim denials.
- Built an internal ticketing system using Java and Oracle increasing transparency for workflow.

Software Developer
AFL Sistemas   **May 2005 - October 2008**

- Built and maintained a payroll system using Clipper, ensuring compliance with laws and regulations for a company with 3500+ employees.
- Developed an intranet using C#, ASP.NET, and Oracle to improve organizational transparency.
- Created ETL routines using PL/SQL for data transformations, ingestion, and integration with legacy systems.

EDUCATION

MSc: Information Science: UNESP - 2024
MBA: Machine Learning: IGTI - 2020
Postgraduate: Web Development: UNIVEM - 2007
BSc: Computer Science: UNIVEM - 2006

CERTIFICATION

- AWS Certified Solutions Architect (SAA-C03)
- Azure Certified AI Engineer (AI-102)
- Azure Developer Associate (az-204)
- Certified NFT Expert™
- Docker Foundations Professional Certificate
- Professional Scrum Master™ I (PSM I)

LANGUAGES

Portuguese - Native or bilingual proficiency
English - Intermediate Proficiency

SKILLS

Python	Node.js	C#	React	Django
Flask	Test Automation	Agile Methodologies	CI/CD pipelines	RESTful
AWS	Azure	GCP	LLM	Machine Learning
Clean Architecture	SOLID	Design Patterns	DDD	EDA