João Marcos Maia

Engenheiro de Software Full-Stack | IA & Automações | Desenvolvimento No-Code, Low-Code

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Biography

- Professional with extensive experience in Software Engineering and Digital Products, uniting Full Stack expertise (Python/Node/C) with fast Low-Code approaches (Bubble/n8n). Focused on turning technology into strategic impact across Sales Engineering, Product Development, and Artificial Intelligence.
- Co-author of scientific research in Generative AI and NLP (WebMedia 2025), with proven skill in Technical Leadership (Head of Tech) and delivery of high-complexity projects. Strong record in designing platforms for regulated markets (Fintech and LegalTech), aligning business vision with technical execution to ensure scalable, ROI-driven results.
- Recognized for building Revenue Engineering frameworks and guiding automation and integration ecosystems (n8n) that improve sales funnels and shrink client deployment time by 99% (from hours to seconds). Strong background in LLM fine-tuning, data governance, and observability, translating complex challenges into stable systems.
- Practical experience boosting operational processes through hyperautomation and autonomous agents, strengthening security practices and designing metrics to measure operational performance.

Experiences

Watrix Tecnology

Senior RPA Developer   06/2025 - Actual

- Specialist in orchestrating advanced external n8n automations for the Real Estate Market, working directly on optimizing high-performance sales funnels. I develop complex end-to-end integrations connecting CRMs, Sales Portals, Communication Channels, and marketing tools, ensuring agility in response time and a direct increase in lead conversion rates.
- Responsible for the Governance, Maintenance, and Observability of critical automation flows and AI Agents, ensuring the stability of commercial operations and the reliability of transacted data.
- Efficiency Engineering: I conceived and developed an internal tool for new client deployment that reduces flow setup time from 2 hours to just 56 seconds, resulting in an exponential gain in productivity and a 100% reduction in human error during onboarding.

Flex ON

Tech Lead   02/2024 - 06/2025

- Product Engineering & Hybrid Architecture: I led the construction of digital products from scratch, orchestrating an innovative technical strategy that combines the agility of No-Code (Bubble.io) for aggressive Time-to-Market (MVP) acceleration with the robustness of Full Stack development for complex integrations, ensuring continuous value delivery and scalability.
- Leadership in AI, Automation & User Experience: Responsible for the strategic implementation of AI and RPA Agents, transforming manual operational processes into intelligent digital flows. I worked at

the intersection of technology and usability (UX Design), ensuring that complex Artificial Intelligence solutions were intuitive and widely adopted by end users.
- Technical Product Management (Technical PM): I acted as the strategic link between Business and Engineering, translating complex corporate demands into actionable software requirements. Leadership of multidisciplinary teams focused on Performance and Quality, aligning technical execution with the company's macroeconomic objectives.

Center of Excellence in Artificial Intelligence - CEIA

Researcher and Developer   02/2025 - 09/2025

- AI Interface & UX Development: I led the construction of reactive front-ends using React and JavaScript, translating complex models into fluid user experiences. I was responsible for the robust technical integration between the visualization layers and the Generative AI backends.
- LLM Fine-Tuning & Optimization: I performed training and fine-tuning of language models for specific domains, increasing the accuracy of responses compared to generalist models. I worked on advanced Prompt Engineering and dataset curation, ensuring the performance and security of autonomous agent interactions.
- Scientific Research & Innovation (R&D): I actively contributed to advancing the state of the art in AI, consolidating my work with the publication of the article "A conversational agent for emotional support for people with anxious states" in the Extended Proceedings of the Brazilian Symposium on Multimedia and Web Systems (WebMedia 2025), demonstrating the practical application of NLP in social problems.

Entrepreneurship & Featured Projects

Maestro AI (Personal Assistant via WhatsApp), https://www.aimaestro.com.br

I developed a complete Life OS integrated with WhatsApp using LLMs and n8n. The system acts as a financial and productivity assistant, capable of interpreting audio and text to record expenses, manage schedules, and automatically create tasks in structured databases.

Stack: n8n, OpenAI API, Supabase, WhatsApp Business API, React, Electron, Stripe API, Google Calendar API.

Camapum Console (LegalTech & PropTech), https://camapumconsole.vercel.app

I developed an exclusive SaaS platform for legal and administrative management of condominium portfolios. The system centralizes the operation of the law firm, allowing real-time monitoring of processes, delinquency, and building governance.

Solution Engineering: I created an administrative panel (Admin Dashboard) that automates the lifecycle of condominium complaints and incidents, integrating the law firm directly with the building manager.

Impact: Transformed the provision of legal services, offering building managers complete transparency about the progress of actions and reducing the firm's response time through an agent specializing in internal regulations.

Stack: React, Supabase, n8n.

CashMed (Healthcare Fintech), ⊕ CashMed Portal

I designed and developed the backend of the MVP for a financial platform specializing in fee management and receivables anticipation for doctors and clinics. The system manages over R$10 million in fees, offering complete control over scheduling and cash flow.

Credit & Risk Engineering: I implemented the calculation engine for receivables anticipation offers in Python (Django), ensuring mathematical accuracy and transactional security for sensitive financial operations.

Impact: The platform centralizes the financial management of over 50 clinics and 500 doctors, eliminating manual spreadsheets and automating liquidity for healthcare professionals.

Education

Federal University of Goiás - Bachelor's Degree in Computer Science   2022 - Studying

Main Skills

Technical Skills

SQL | n8n | AI Prompt Engineering | Node JS | Django | Fast API | Next JS | Bubble IO | Flutter | Python | PostgreSQL | JavaScript | Lovable | Claude Code

Processes, Practices, Methods and Frameworks

Agile, Kanban, Scrum, Product Metrics, Miro, Trello

Self-Knowledge, People and Relationships

Active Listening, Nonviolent Communication, Assertive Communication, Conflict Resolution, Feedback, Positive Psychology, Systems Thinking

Languages

English - Advanced

Portuguese - Native

Spanish - Beginner