

Leonardo Souza

I solve problems and help people

leonardocsouza@gmail.com

Summary

I am known for solving problems, any kind of problems. Sometimes they are technical problems, sometimes they are organizational challenges and sometimes they are communication issues.

What am I passionate about? Education/learning (online/offline), storytelling, knowledge sharing, collaboration, social technologies, usability/UX, recommendation systems (personalization), collaborative consumption.

My Personal Moonshot

To one day establish in Brazil a repeatable, holistic professional training program for young adults, that will for sure cover the latest-and-trending programming languages/frameworks, but will also teach leadership, project management, requirements gathering, interpersonal relationships, user experience, design thinking, and above all, help students learn how to learn, so they can continuously improve in their careers. This program will be free for students, and will generate its revenue both from fees paid by companies that hire these skilled professionals, as well as revenue from an in-house consulting practice that will provide students with on-the-job hands-on learning (my favorite kind of learning).

Background photo: "Data Will Help Us" is a brief manifesto about the promise and perils of data, by Jonathan Harris, commissioned by The New York Times. <http://datawillhelp.us/>

Experience

Principal Engineer at Firecracker

February 2017 - Present

Title change recognizing increased responsibilities.

Senior Software Engineer at Firecracker

July 2015 - February 2017 (1 year 8 months)

Fullstack hands-on development using Rails, Python, Postgres, MySQL, Elasticsearch, Ember.js (plus Chai/Mocha for unit testing, and many other libraries).

Setup of end-to-end devops infrastructure with Docker, Codeship (continuous integration), AWS Elastic Beanstalk, AWS EC2 Container Service, AWS Elasticsearch (including scaling out/architecture review/upgrade). Architecture/code review, bug fixing, brainstorming of new functionalities, etc..

Fun experiments:

- Slack bot for aggregated service metrics (nodejs + elasticsearch + bot framework)
- Question generation from text using NLP
- Alexa Skill for answering multiple choice questions pulled from our system (nodejs on AWS Lambda)

Pretty much a little bit of everything.

VP Product Engineering at Six Red Marbles

March 2015 - July 2015 (5 months)

Main responsibilities:

- * Lead the Six Red Marbles development group (including employees and vendors) across multiple geographies.
- * Work closely with the UI/UX and Learning Experience Design teams to appropriately scope, propose, manage, cost, and deliver technology products and services on time and on budget.
- * Create, manage, and articulate technology strategy for the company, representing technology for Six Red Marbles management.
- * Take a hands-on approach to the entire software development lifecycle: develop project and resource plans/schedules; perform day-to-day project management to ensure successful, on-time releases; assist the team in accomplishing all tasks.
- * Help clients understand key technology success factors, and provide flexibility to deliver to the customer needs.
- * Understand business and functional requirements, develop detailed technical designs, and implement testable solutions.

Technologies: Backbone.js, Marionette.js, Require.js, Underscore.js, Handlebars, Raphaël (SVG library), jQuery, LESS, SASS, Node.js, Ruby on Rails, MongoDB, PhoneGap (iOS/Android), Git, Python/Django, South, Tastypie, MySQL.

Lead Software Architect at Six Red Marbles

October 2013 - February 2015 (1 year 5 months)

Responsible for architecture and implementation of integrated solutions for the educational market, focused on attending the customer needs, and providing a great user experience through the use of modern web technologies.

Technologies (so far): Backbone.js, Marionette.js, Require.js, Underscore.js, Handlebars, Raphaël (SVG library), jQuery, Node.js, Ruby on Rails, MongoDB, PhoneGap (iOS/Android), Git, Python/Django, South, Tastypie, MySQL.

Director, Customer Excellence in Americas (US, Canada and Latin America) at Cxense

February 2012 - September 2013 (1 year 8 months)

Main responsibilities include:

- * Understand customer needs and translate them into technical requirements
- * Guide customers on how to fully leverage our API to implement their projects
- * Provide best practices and general guidance on the use of our SaaS solutions (search, recommendations, analytics and advertising)
- * Identify common patterns of customer needs and translate them into new features to be considered by development team
- * Assist development team on implementation of new functionality (hands-on development of Python applications, elasticsearch customizations, etc.)
- * Pre-sales discussions/demos/POCs

Out of the ordinary project: design and implementation of process to generate query completion (autocomplete) and spellchecking dictionaries for our SaaS search customers, based on their query logs (so that the system would only recommend terms available in their search cluster). Also, development of lemmatization dictionaries for Spanish and Brazilian Portuguese.

Technologies: Python, elasticsearch, PHP, Git, Java, HTML, JavaScript, jQuery

Speaker/Presenter at SharePoint Saturday, Inc.

April 2011 - January 2012 (10 months)

I have been a speaker at both SharePoint Saturday Boston and SharePoint Saturday NY

Senior Technical Instructor at Microsoft

April 2009 - January 2012 (2 years 10 months)

Worked with content development and training delivery for partners, customers and employees on the FAST offerings (FAST ESP, FAST Search for SharePoint and FAST Search for Internet Sites). Contributed to improve knowledge sharing around FAST Search for SharePoint offering for employees, partners and customers, by constantly reviewing and/or developing course material as well as delivering dozens of classes in different formats (Live Virtual, Classroom and On-site) with high scores in student satisfaction, and diligent participation in internal Discussion Lists, TechNet Forum, etc. Worked outside of team boundaries, collaborating with other departments (MSIT, Office Labs, etc.) whenever needed to share experience with search technologies and assist with their projects. Continuous exploration of new technologies during free time to keep up with latest technologies, including Windows Azure (certified) and Windows Phone

development. Active participation in the SharePoint and Enterprise Search communities through public blog and presentations at external events such as SharePoint Saturday and Enterprise Search User Groups.

Out of the ordinary project: assisted with indexing of internal microblogging platform using FAST Search for SharePoint, to increase internal communication and collaboration.

Technologies: FAST Search for SharePoint, SharePoint 2010, FAST ESP, C#, .NET, Python

Consultant at Microsoft

January 2009 - April 2009 (4 months)

Still responsible for technical design and implementation of search solutions for customers, now at Microsoft, after FAST's acquisition. Change of title, but with same function.

Senior Engineer at FAST Search & Transfer

July 2007 - January 2009 (1 year 7 months)

Responsible for architecture/solution design and implementation of search solutions for customers of diversified verticals (publishing, finance, Internet, etc.) both in Brazil (Globo.com, RT, ZAP) and Chile (El Mercurio). Activities included creation of SOWs (scope of work documents) and project plans, mapping of business needs to technical features, design of technical solution and actual implementation of projects. Lead knowledge sharing efforts for internal team, including writing HOW-TOs for wiki, participation in Discussion Lists and technical presentations on specific rising topics.

Out of the ordinary project: development of natural language parser for classifieds site, allowing users to just search for "apartment 2 bedrooms São Paulo" and have the system understand this request, applying the proper search filters.

Technologies: C#, FAST ESP, FDS, Python, Linux, SQL Server, Java, XML, MS Project

Software Engineer at FAST Search & Transfer

February 2006 - July 2007 (1 year 6 months)

As FAST's first engineer in São Paulo, worked on supporting customers' implementations (UOL), prioritizing internally urgent customer's requests and assisting customer with technical and business-related questions for all their many search projects (price comparison, music search, local search, and others).

Developed training/coaching program for new hires (from software engineer to senior architect level) and also supported partners with their implementations.

Assisted with pre-sales efforts and later with the development of tailored search solutions for customers like Submarino (large e-commerce), Brasil Telecom/iG (large Internet portal), etc.

Out of the ordinary project: language-specific web search project involving 70+ servers and 200 million documents.

Technologies: C#, FAST ESP, FDS, Python, Linux, SQL Server, Java, XML, MS Project

Software Developer at Submarino

April 2005 - February 2006 (11 months)

Working at one of the largest ecommerce sites in Brazil, responsible for technical design and implementation of new initiatives involving recommendations (responsible for online and batch SQL Server scripts to generate recommendations) and search (first .NET project at company and first implementation of FAST technology), among other projects. Implemented first wiki at the company, used among development team for knowledge sharing.

Out of the ordinary project: development of large scale collaborative filtering-based recommendations system, giving each customer their own store, with product offerings tailored just for them.

Technologies: ASP.NET, C#, Ajax, Visual Basic 6, ASP, SQL Server, XML, FAST

Software Developer

September 2004 - March 2005 (7 months)

Hired to help with scaling efforts at this real state site, also responsible for analysis and implementation of new functionalities on Imovelweb.com.br. Worked closely with partners on the planning and development of integrated Internet solutions.

Technologies: ASP.NET, C#, Visual Basic.Net, ASP, SQL Server, XML

Founder and CTO

September 2002 - September 2004 (2 years 1 month)

Owner/founder responsible for requirements gathering, writing work proposals, team management and coordination of efforts with design team during development of sites and Internet related applications, including an end-to-end online RPG platform (using Flash).

Out of the ordinary project: online multiplayer RPG platform, created entirely from scratch.

Technologies: Visual Basic (COM+), RealBasic (Mac), ASP, PHP, MySQL, SQL Server, Oracle, Flash (ActionScript / DB Integration)

IT Manager

April 2000 - April 2003 (3 years 1 month)

Fulano.com was one of the big hits in the Brazilian web 1.0 (1999).

Hired when company was still in startup mode to help site scaling efforts to attend growing demand.

Designed and developed improved ads system for the site, including logging of metrics and usage analysis.

With growth of the company, moved to the role of Team Lead and then IT Manager, leading Development and System Administration teams and interacting with Product and Design teams for the definition, planning and coordination of projects.

Responsible for hiring and coaching new developers, sharing technical knowledge and work experience to help them grow at the company (many of these developers still work at the company, now leading the development team).

Responsible for migration/administration of Fulano.com.br database (about 500K users and 2 million page views/day). Managed a structure of 20 servers and 2 data center migrations.

After Fulano.com.br expanded into the interactive agency F.biz, interfaced with Product and Sales teams to plan, design and coordinate development of projects for important clients such as Gatorade, Unilever, Coke, Adidas, Microsoft, MTV and others.

Out of the ordinary project: development of online betting pool for sponsor of 2002 World Cup, available nationally, updated daily and allowing bets through the website and mobile.

Technologies: ASP, Flash (ActionScript / DB Integration), SQL Server, IIS, PHP, JavaScript, Visual Basic 6.0, MS Project

ADS - Programmer / Analyst at Ogeda Consultoria & Associados

March 1999 - April 2000 (1 year 2 months)

Worked on large scale project to develop localized software (Portuguese and Spanish) for Petrogal S.A. (Portuguese oil company), with many moving parts and a distributed team in multiple geographies.

Responsible for definition of standards (naming conventions, code structures, etc.), including coding of foundational functions used cross-project.

Later assignments included assisting major client with development of their first Extranet.

Out of the ordinary project: development of sockets-based system to control production line at large cosmetics company.

Technologies: Visual Basic 6.0, ASP, Oracle 8.0i, PowerDesigner (Modeling), Erwin

Education

Faculdades Associadas de São Paulo

Graduation, Information Technology, 2007 - 2008

Fundação Armando Álvares Penteado

Graduation, Cinema, 2003 - 2004

Universidade Presbiteriana Mackenzie

Graduation, Systems Information, 2000 - 2002

Leonardo Souza

I solve problems and help people

leonardocsouza@gmail.com



[Contact Leonardo on LinkedIn](#)