

LEANDRO FURTADO

AI Engineer & Developer

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SUMMARY

I spent ten years directing art. Now I build the systems.

I write Python, FastAPI and SQL, integrate language models into production workflows and ship: server, deploy and automated tests included. I maintain three SaaS systems built from scratch, one of them open to the public with no sign-up, featuring a process pipeline, business rules, multi-level approval and a full audit trail. The platform hosting them is mine as well: FastAPI, SQLAlchemy, SQLite, Docker and nginx on a VPS, with over 800 automated tests. In applied AI I work with what survives production: prompt engineering documented and versioned, constraints the model actually respects, and a record of what fails. The previous ten years in art direction, with Coca-Cola, Bradesco, Klabin, Cielo and Caixa, are not a closed chapter: they are the reason I build products people can actually use.

EXPERIENCE

AI Engineer & Developer

AUTÔNOMO · AUG 2026 — PRESENT

Software products from scratch: brand, interface and code. Three SaaS systems in production, one of them open to the public with no sign-up, featuring a process pipeline, business rules, multi-level approval and a full audit trail. The platform hosting them is mine as well: FastAPI, SQLAlchemy 2.0, SQLite, Docker and nginx on a Linux VPS I administer, with over 800 tests in pytest and a deploy gated on the suite. In applied AI, versioned prompts, constraints the model respects and a record of what fails.

PYTHON

FASTAPI

SQLALCHEMY

DOCKER

LINUX

PYTEST

LLM

Senior Art Director | Generative AI Specialist

GOSH · MAR 2026 — AUG 2026

Live Marketing and activations in the sports segment: creative leadership on Key Visuals with aesthetic unity across every touchpoint, generative AI integrated into the production workflow (visual assets and videos with character and brand consistency) and high-performance, conversion-driven web development.

Senior Art Director & Photographer

ION LIVE · MAR 2024 — FEB 2026

Visual concepts and strategic rollouts for on/offline campaigns, digital interfaces (UI/UX), photographic coverage of corporate events and brand activations, and advanced photo/video post-production with AI in the workflow.

Branding Manager

ATAIF BRASIL · OCT 2022 — AUG 2023

End-to-end management of the ATAIF brand, the world's first Qatayef-exclusive store: naming, storytelling, complete visual identity, POS, packaging and go-to-market strategy for the Curitiba launch.

Volunteer Designer

UNITED NATIONS VOLUNTEERS (ONU) · 2016 — 2022

Seven years of volunteer art direction and design for schools, hospitals and vulnerable communities around the world, through UNV Online Volunteering.

Senior Art Director

EXPLAY WEB AGENCY · NOV 2019 — SEP 2021

UI/UX and art direction for complex websites, conversion-focused landing pages and creative performance for paid media. Clients: Brainbox, Grupo OM, Alliance Française.

Senior Art Director

IPROSPECT (DENTSU) · AUG 2018 — JAN 2019

Major accounts at the multinational: Cielo's LIO+ launch campaign with TV host Luciano Huck, Klabin's website key visual and Wap's digital assets.

Commercial Photographer (freelance)

PÁTIO BATEL · APR 2017 — DEC 2018

Official event photography for the luxury mall's stores: collection launches, runway shows and receptions, including product photography for Louis Vuitton and a portrait of fashion icon Donata Meirelles.

Creative Director

MEGAMIDIA GROUP · OCT 2017 — AUG 2018

Full creative team management, digital strategic planning and UI/app design for corporate clients. Clients: Assaí Atacadista, Academia Assaí, MartMinas.

Art Director (freelance)

PONTOCOM COMUNICAÇÃO · AUG 2017 — OCT 2017

Social media key visuals, landing pages and seasonal e-mail marketing. Clients: Centro Europeu, Secovi/PR, Maxipas.

Art Director (freelance)

UMQUATROQUATRO COMUNICAÇÃO · JUN 2016 — AUG 2016

Art Director

HEADS PROPAGANDA · DEC 2015 — MAY 2016

Junior Art Director

GRUPO EXCOM · JUN 2015 — DEC 2015

Designer

GRUPO EXCOM · FEB 2014 — JUN 2015

EDUCATION



Federal University of Technology – Paraná · Jan 2007 — Dec 2009

Technical Degree — Web Page, Digital/Multimedia and Information Resources Design



São Paulo Adventist University Center · Jan 2010 — Dec 2013

Social Communication — Advertising

SKILLS

Engineering & Applied AI

- PYTHON
- FASTAPI
- SQLALCHEMY
- SQL E SQLITE
- CLAUDE
- MODELOS DE LINGUAGEM (LLM)
- ENGENHARIA DE PROMPT
- API REST
- TESTES AUTOMATIZADOS (PYTEST)
- DOCKER
- LINUX E NGINX
- GIT

Motion & Image

- MOTION DESIGN
- VÍDEO
- GERAÇÃO DE IMAGEM COM IA
- FOTOGRAFIA COMERCIAL E EDITORIAL

Front-end & Interface

- HTML, CSS E JAVASCRIPT
- THREE.JS E WEBGL
- JINJA2 E RENDERIZAÇÃO NO SERVIDOR
- UI/UX DESIGN
- FIGMA

Art Direction

- DIREÇÃO DE ARTE
- DIREÇÃO DE CRIAÇÃO
- BRANDING
- IDENTIDADE VISUAL
- KEY VISUAL
- CAMPANHAS 360°
- LIVE MARKETING
- LIDERANÇA DE EQUIPES

AWARDS

🏆 ADVB/PR Top de Marketing Award · 2015

VCG Empreendimentos case (Parque das Artes), with Grupo Excom. Issued by the Brazilian Sales & Marketing Executives Association.

CERTIFICATIONS

ANTHROPIC

- 🕒 Claude 101 - LLM · 2026

GOOGLE

- 🕒 Google AI Essentials · 2025
- 🕒 Google AI Ethics · 2025
- 🕒 Google AI Prompts · 2025
- 🕒 Google AI Curve · 2025

FGV

- 🕒 Direitos Autorais na Produção de Material Didático · 2025

BRANDS AND CLIENTS I SERVED

Coca-Cola · Electrolux · Localiza · WAP · Cielo · Mart Minas · Shopping São José · Petrobras · Coca-Cola FEMSA · Bradesco