

João Pedro Bezerra Ribeiro

Product Engineer — internal tools for creative and production teams

Remote · Blumenau, SC, Brazil (UTC-3, full US-hours overlap) · Native English & Portuguese

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I build the tools the people around me need. I lead a design team at a graduation-products e-commerce company; in 2026 I designed and built the software that team now runs on — a customer-facing editor the company bought from me, a production intake workbench that became its official system, and the platform replacing its back office — plus a live AI product of my own. Before that, four years in Unreal Engine took me from designer to level designer to technical artist to C++ gameplay systems.

I work with AI agents under a written verification rule: claims are checked against the system, identifiers are never invented, and a deploy is not done until it is read back from the server. A second model reviews risky changes before they ship, and has sent several of my own plans back.

SELECTED WORK

Invitation Editor + Criar Workbench

Criar Convites · 2026

A browser editor where customers personalize their own invitations, and a desktop app that lets designers publish the templates behind it. **The CEO raised the need after the internal IT team had not delivered it. I built it outside my design role, then agreed terms transferring ownership to the company.**

- Print-ready 300 DPI CMYK files generate server-side into the production team's Google Drive — replacing a step where a designer had prepared every file by hand. One beta order produced 82 correct print files without a designer touching it.
- Caught an ordering model that treated an order as a set of designs rather than physical copies, so anything above 20 units came out short. Rebuilt it around copies: a customer personalizes 1–4 designs, and every physical copy still gets its own print file.
- Held CMYK fidelity through an RGB screen editor, and caught a silent regression that had deleted a gradient from a live product for five days.
- Integrated into a live Laravel storefront (8,633 orders, 13,878 users) owned by another developer, without owning the repo. After his deploys twice overwrote integration files, added a drift check that reconciles all 23 shared files before each release — the overwrites stopped.
- Ended the daily 502s on the live store: moved the heavy Python template ingestion off the server into Criar Workbench, then went into the other developer's code and corrected Cloudflare settings that had been wrong for three years.
- Rejected a copyleft background-removal library on licence grounds and shipped a permissively licensed in-browser alternative, keeping the product clear of GPL/AGPL exposure. Every deploy runs a five-suite regression gate and static analysis before anything reaches the store.

PHP 8 · SQLite · GD · JavaScript/Canvas 2D · ONNX Runtime Web · Python · Laravel 10 · Google Drive API · Rust/Tauri

Lente — production intake workbench

Criar Convites · 2026

Turns emailed client briefings into a verified production sheet synced with ClickUp. **Approved as the company's official system on 3 Aug 2026 and in daily use since.**

- Closed 22 issues found in the first day of real use in a single release, and wrote the postmortem that came out of it.
- Briefing text never leaves the operator's machine — a local LLM runs on the workstation — and no AI suggestion is shown without the source excerpt supporting it. Read-only access to email and ClickUp is enforced by tests, not by convention.

C# / .NET 10 · WinUI 3 · MSIX · Ollama

Paralaxe — company back-office platform

Criar Convites · 2026 · staged rollout

Lente's web successor, replacing ClickUp, then mail workflows, then the store back office, on a **department-head pilot → all staff → customers** rollout.

- Built the governance before the features: architecture tests enforce module boundaries, an append-only audit log is enforced by a test, sign-in runs against an allowlist, and off-site backups are restored on a schedule to prove they work.
- Rehearsed the migration against 449 real contracts before touching production. The importer quarantines every row it cannot map for a human ruling instead of guessing.

C# / .NET 10 · ASP.NET Core · PostgreSQL · React 19 · Docker · GitHub Actions

Ponto Cego — AI news classification product

pontocego.app · solo · live since Jul 2026

- **Classified 60,991 articles across 53 outlets for US\$86.53** — about US\$0.0014 each — by instrumenting cost per article as a product metric and routing traffic against it.
- Cut paid inference ~44% by fine-tuning a Portuguese BERT model as a local pre-filter, tuned on leakage rather than accuracy so it drops under 1% of political articles.
- Caught a cost metric reporting 13× off, and traced unstable classifications to a missing model setting — after a full rubric revision had been built and discarded. Ingestion held 99.88% success across a seven-day soak.

- Published the rubric with versions, shows confidence and reasoning per article, labels anything under 65% confidence as disputed rather than forcing a call, and never stores article text.

TypeScript · Next.js 15 · PostgreSQL + pgvector · Drizzle · Docker/VPS · DeepSeek & Anthropic APIs · BERTimbau fine-tuning · GitHub Actions

Also built: *DinoEditor*, a GTA V map editor streaming 934,522 entities with a hand-written Direct3D 11 renderer (C#/Avalonia) · *AgentTerminal*, a Windows terminal instrumenting AI agents' live context and token use (Electron/Preact) · three games released on itch.io/dinogamestudio, including *The Last Vigil* (UE 5.7, ~9.8k lines of C++) · three live economy systems for the Newcrest multiplayer server (Lua/MariaDB), specified as 50 recorded decisions and handed over to its team.

PROFESSIONAL EXPERIENCE

Criar Convites

May 2022 — present · Blumenau, SC

Graphic Designer → Senior Graphic Designer (promoted Oct 2024)

- **Build the company's internal software on a separate freelance basis** — since 2026 I have specified and built the editor, workbench and platform above alongside the design role, engaged and paid for that work at an agreed rate.
- Spearheaded an internal file management system that cut asset retrieval time by 30%.
- Primary technical contact for ~30 client committees, translating production and pre-press constraints into decisions non-designers can act on — the company treats this relationship as its main differentiator.
- Own the final quality gate on print-ready artwork and version control across 150+ active design templates.
- Lead onboarding for the design team; trained 5+ new designers.

Motion & Graphic Designer · WDA.AG

Nov 2020 — Jan 2022 · remote

Video production for multinational clients in After Effects and Premiere (+35% campaign engagement), working fully remotely in a distributed team.

Creative Graphic Designer (contract) · M&M Comunicações

Aug 2018 — Dec 2019

Branding and product planning for a startup through to market launch; co-developed the concept that placed 3rd at the Baanko Challenge SP (Dec 2018). Built the client's WordPress tourism platform. *Concurrent:* institutional rebranding contract, CESVA/FAA, Valença (Jun 2019 — Feb 2020).

Earlier

2011 — 2017

Rio 2016 Olympic & Paralympic Games — Olympic Broadcasting Services. Logistics runner, promoted to Arrivals & Departures Coordinator on three directors' recommendation; coordinated 3,000+ personnel arrivals, a 340-vehicle fleet handover and motorpool service for 7,000 staff against a fixed deadline. · Warehouse Logistics Manager, King Floor Supplies, Connecticut (2017), including the company website. · Web development, WDAAG (2011–2012) — HTML/CSS and WordPress.

SKILLS

Shipped in production: TypeScript / Next.js / React · PHP / Laravel · C# / .NET · Python · Rust (Tauri) · Lua · C++ (Unreal Engine 5) · SQL (PostgreSQL, MySQL, SQLite, MariaDB) · Docker · GitHub Actions · LLM APIs and fine-tuning.

Practice: automated testing as a release gate · static analysis · CI · audit logging and proven backup restore · licence, cost and vendor review · integrating into systems owned by other teams.

Design: UI design and wireframing · Photoshop, Illustrator, InDesign, After Effects, Premiere · print production and pre-press quality control · design team leadership.

Education: BA, International Relations — Ibmecc, 2013–2016.