

LUCIANO SERRA

Senior Software Engineer & AI Engineer

São Paulo, Brazil (Remote — US/EU time zones) · **EU citizen (Portuguese passport)**
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SUMMARY

Senior engineer with 25 years building systems where high scale meets applied AI. Designed 100% of the architecture behind 200M event logs/day (Kafka → ClickHouse, 300B+ rows accumulated) and 15,000 devices running 24/7, carrying the playback evidence the whole operation invoices on, at a ~US\$100M/year digital media operation I co-founded and that was acquired by brMalls (now Allos, Latin America's largest mall operator). Today: building an athlete performance platform end to end for Volt Sports Science (UK) and leading AI adoption at helloo through an agentic engineering ecosystem (multi-agent orchestration, MCP servers, evals, LLM observability). Polyglot: Python, Go, TypeScript, PHP, SQL. Fluent English; full US business-hours overlap.

EXPERIENCE

Senior AI Engineer (Contract) — *Volt Sports Science · London, UK (Remote)* Feb 2026 – Present

- Sole engineer architecting and shipping a proprietary athlete management platform from the ground up — in production serving 35+ elite football athletes (10 World Cup players), with full autonomy over architecture and budget
- Built automated ingestion unifying 720+ performance variables per athlete (GPS load, HRV, sleep, blood biomarkers) — 350,000+ measurements — via resilient Playwright pipelines with idempotent upserts
- Full stack solo: Python/FastAPI, Next.js/TypeScript, PostgreSQL, RBAC, i18n, in-house HTML → PDF report engine; 630+ automated tests, CI/CD — delivering at multiples of typical team velocity through AI-assisted engineering

Senior Software Engineer & AI Specialist (Consultant) — *helloo (an Allos company) · Remote* Jan 2025 – Present

- Built an agentic AI engineering ecosystem spanning the platform's entire codebase (60+ servers, heterogeneous databases): MCP servers and agents with scoped permissions that know where to look, what to test, which database to query, and how to report changes
- Automated the dev workflow end to end with AI (Claude-centered): code review, standardized commits/PRs, deploy verification, CI/CD double-checks; AI-driven testing at every level — unit to E2E browser (Playwright)
- Leading team enablement: standards, documentation patterns and AI-ready repositories so any engineer continues AI-assisted work at pace

Co-Founder & CTO — *helloo · São Paulo, Brazil* Dec 2015 – Dec 2024

- Designed 100% of the architecture powering a digital OOH network scaled to ~US\$100M/year; company acquired by brMalls, later merged into Allos, Latin America's largest mall operator, publicly traded
- Built the event pipeline processing 200M logs/day (Kafka → ClickHouse, Redis); the audit store has accumulated 100+ billion rows in its largest table alone (compressed to ~400 GiB); logs buffered on the device with retry and server-side dedup, because every event is billing evidence; 15,000 devices communicating 24/7, HA down to Linux kernel/TCP tuning
- Designed 30+ fully integrated subsystems running the entire business, incl. 100% in-house e-commerce (Node.js/NestJS/Next.js); scaled MySQL past a 2-billion-row partitioned table; rewrote hot-path services in Go
- Operated ~60 self-managed Linux servers; led migration to Azure with 40% cost reduction by re-architecting to cloud-native services; led engineering through the acquisition
- Team ranked #1 in engagement across the entire Allos group of 5,000+ employees (2024 company-wide survey); the team also kept among the lowest turnover in the holding, without top-of-market salaries

CIO / Development Manager — *ATMO Mídia Digital Corporativa · São Paulo* Aug 2013 – Nov 2015

- Led technology for a corporate DOOH and live-events company, all built in-house — digital signage across national retail chains, streaming and event platforms, interactive retail experiences

Earlier roles 2002 – 2013

Senior Developer, SOLD Leilões Online (real-time online auctions, early WebSockets era) · **IT Supervisor**, Revela Web · **Software Developer**, Rede Elemidia (Brazil's largest DOOH network, in the industry since 2007) · **Network Administrator**, Catho Online · **Developer**, CVC Brasil

SKILLS

Scale & Data: Apache Kafka · ClickHouse · Redis · MySQL · PostgreSQL · Event-Driven Architecture · Distributed Systems · Data Pipelines/ETL · High Availability · Linux (kernel/TCP tuning) · Nginx · Azure · AWS · GCP · Cloud Cost Optimization

AI: Agentic AI Systems · Multi-Agent Orchestration · MCP (Model Context Protocol) · LLM Applications (Claude, OpenAI) · RAG · Embeddings · Vector Databases · Evals & LLM Observability · Prompt Engineering · AI-Assisted Engineering (Claude Code, Cursor)

Languages & Engineering: Python · Go · TypeScript/JavaScript · PHP · SQL · Node.js/NestJS · Next.js/React · FastAPI · System Design · Microservices · REST & GraphQL APIs · CI/CD · Docker · E2E Testing (Playwright)

EDUCATION & LANGUAGES

B.Sc. Computer Science — Instituto Sumaré de Educação Superior, São Paulo (2012)
English (fluent) · Portuguese (native) · Spanish (basic — strong comprehension)