**fabrício**medeiros

fabricio.emailbox@gmail.com

**objective**

Currently, my focus is to work with a group of talented people where artistic and analytical collaboration enhances media production by being responsible for business aspects, conceptualization, management, and accompanying processes to ensure that production value is delivered against internal and external expectations.

**education**

**Interactive Multimedia - Post Graduate Diploma**
*Sheridan College Institute, Oakville, ON, Canada*

**Bachelor of Science Degree in Computer Engineering**
*Catholic University of Goiás, Goiânia, GO, Brazil*

**profile**

Proven experience in the entertainment and corporate industries designing and delivering multimedia projects such as interactive, experiential, immersive or audiovisual installations, events and services.
The intersection of art, media and technology alongside creativity and innovation is the driving force of projects I have worked on with a lens on providing users with a unique experience and engaging the team until delivery while optimizing processes and improving client relationships.

**portfolio**

www.fabriciomedeiros.com

**work**experience

**Practice Manager - Experiences**  ·  *São Paulo, SP*  ·  **06/2023 ~ present**
IBM   www.ibm.com

As a Digital Experience Leader (IBM Blue Studio), my main role is to lead IBM into the future by translating creative vision into the design and development of digital experiences.

Responsible for the sophistication and strategic evolution and expression of the IBM brand and sub-brands across every experience and encounter, internally and externally;
Work crosses nearly every category of output: research and strategy, communications and content development, symbology and systems, digital and physical experiences, tools and training;
Foster a people-first culture of collaboration, innovation and continuous improvement within the team;
Lead a team of creative technologists and developers to deliver cutting-edge digital experiences for on-site activations, mobile and web;
Oversee their work on multiple projects simultaneously;
Collaborate with cross-functional teams, including design, technical, video, writing and marketing teams to develop and execute innovative digital projects;
Utilize my creativity and technical expertise to envision and deliver excellent digital experiences wherever IBM meets people at the glass;
Develop and maintain strong relationships with external partners, vendors and clients.

**Senior Associate Producer**  ·  *São Paulo, SP*  ·  **03/2023 ~ 06/2023**
Fever   www.feverup.com

Senior Associate Producer of the Fever Originals new team in Brazil to democratize access to culture and entertainment.

Responsible for business relationships and partnerships in Brazil;
Optimized project intake processes;
Led pitch and production team to increase sales and guarantee delivery;
Overall production (budget, scope, resources, schedule, KPIs and client comms).

**Owner**  ·  *São Paulo, SP*  ·  **09/2022 ~ present**
Devir Experiences - Self-employed

Freelancing production services (experiential, immersive, digital or audiovisual), varying from business or strategy to creative or technical, to a wide array of different companies, entities and events;
Clients like SuperUber e Noize.

**Senior Experiential and Virtual Events Producer**  ·  *São Paulo, SP*  ·  **10/2018 ~ 08/2022**
MediaMonks   www.mediamonks.com

Production and management of cutting-edge experiential projects globally through all stages until delivery;
Established a bridge between global sales offices and the São Paulo experiential production hub;
Optimized project intake processes;
Led pitch and production team to increase sales and guarantee delivery;

Executive role:

Collaborated with business, stakeholders and partners to satisfy their vision.
Improved business strategy;
Responsible for reporting and project pipeline management increasing winning rate;
Overall production (budget, scope, resources, schedule, KPIs and client comms).

**Line Producer**  ·  *Montreal, QC*  ·  **01/2017 ~ 09/2018**
Moment Factory   www.momentfactory.com

Production and management of immersive projects that embrace interactivity, scenography and content production in the US and Canada;
Led project follow-up from conception to operation phases, including content production, post-production, internal/external needs and transfer of operations to the client;
Assisted the new Japan office with new clients and projects with brands such as Sony and Universal Studios.

**Project Manager**  ·  *Toronto, ON*  ·  **12/2014 ~ 01/2017**
Globacore   www.globacore.com

Improved team management by establishing new processes and methodologies such as Agile and Scrum;
Resolved delivery of interactive and engaging experiences using optimal architectures;
Deployed applications for various scenarios such as touch walls, VR and custom hardware.

**Project Manager .:. Creative Technologist**  ·  *Toronto, ON*  ·  **06/2012 ~ 12/2014**
Forge Media + Design   www.forgemedia.ca

Managed the interactive team to establish processes;
Analyzed business requirements for custom projects and further resource allocation;
Developed and identified new processes to eliminate bottlenecks and increase productivity;
Developed frameworks and applications for digital content, kiosks, digital walls and web using technologies such as AIR, Unity, Processing and C++;
Deployed applications with sensory data to interactive and way-finding experiences;
Engaged in R&D for emerging technologies that could be useful on client projects.

**Interactive Developer**  ·  *Toronto, ON*  ·  **06/2010 ~ 05/2012**
A51 Integrated   www.a51integrated.com

Interactive developer focusing on multi-user applications, websites and touch screens.

**ActionScript Developer**  ·  *Oakville, ON*  ·  **04/2009 ~ 06/2010**
Freelance

ActionScript development.
Clients include Sunlife Financial, Autohound and The Globe and Mail.

**ActionScript Developer**  ·  *São Paulo, SP*  ·  **03/2008 ~ 04/2009**
XOXUA Interactive Communication   www.xoxua.com.br

ActionScript development to deliver solutions for the design team regarding effects, data content and design.

**Developer**  ·  *Campinas, SP*  ·  **01/2006 ~ 02/2008**
IBM   www.ibm.com

Web designer and ActionScript developer 01/2006 ~ 03/2007
Member of the Sotheby's development team;
Responsible for new design implementations, as well as integration between a corporate-only Flash application and .NET outputs for Sotheby's International Realty website;
Requirements gathering, documentation set up, status reporting, stress testing and solution delivery.

Web developer 04/2007 ~ 02/2008
Member of the Medco team;
Ensured production support for Medco's B2C applications;
Medco is the largest Pharmacy Benefit Management Company in the US;
Analysis and solution delivery on technologies such as DHTML, JavaScript, JSP and C++;
Requirements and documentation gathering, status reporting and stress testing for quality assurance.

**Instructor**  ·  *Goiânia, GO*  ·  **01/2006 ~ 07/2006**
Microlins

Lectured web languages and software such as HTML, XML, Adobe CS2 and Macromedia Studio;
Ensured quality control and knowledge transfer to all participants in terms of apprenticeship for job forwarding.

**Manager Assistant**  ·  Goiânia, GO  ·  **12/2002 ~ 05/2003**
Banco do Brasil - Infrastructure Management Department

Assisted Infrastructure Manager in solution delivery for bank's internal operations;
Troubleshooted, maintained and operated administrative tasks regarding database and report sheets in the security system of the bank.