

Fabício Medeiros

Digital Experience Leader

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SUMMARY

Visionary Digital Experience Leader with years of experience directing AI-driven, digital, immersive, and audiovisual multimedia projects across the corporate and entertainment sectors.

Specialized in the end-to-end delivery for global brands, including large-scale digital transformation initiatives. Proven track record of leading cross-functional teams by combining artistic collaboration with data-informed analytical management to optimize production workflows and streamline operations.

Demonstrated ability to design and implement AI frameworks, drive business strategy, and scale operations, resulting in enhanced user engagement, measurable success for high-priority accounts, and compelling user experiences.

The most memorable experiences are built on a foundation of genuine human connection.

EMPLOYMENT HISTORY

Practice Manager - AI & Digital Experiences IBM

June 2023 - Present
São Paulo, SP

Directed strategic evolution of IBM brand through innovative digital experiences across all touchpoints. Managed a high-performing team of creative technologists and developers, promoting a culture of innovation. Orchestrated multimedia projects involving research, strategy, and content development, ensuring excellence in user interactions. Collaborated with design, engineering, video, and marketing teams to execute complex physical and digital experiences.

- Spearheaded simultaneous web or AI-driven personalized on-site activations (25+ events), applications or frameworks (internal).
- Cultivated strategic relationships with vendors, partners and stakeholders to align production value with business goals.
- Enhanced brand engagement through multi-layered project execution.
- Advanced the adoption of AI governance standards across multiple enterprise platforms, ensuring ethical compliance and consistent operational excellence.

Senior Associate Producer Fever

March 2023 - June 2023
São Paulo, SP

Guided launch and growth of Fever Originals team in Brazil (30+ members), advancing cultural access. Cultivated strategic partnerships, expanding market presence and enhancing stakeholder relations. Streamlined project intake processes, boosting cross-functional efficiency. Directed pitch and production teams driving sales growth in 75% while ensuring high-value experience delivery.

- Optimized workflows to accelerate project kick-offs (3 major installations).
- Managed event production with strict budget and scope ownership.
- Strengthened local partnerships to enhance market footprint.

Executive Producer Devir Experiences, Owner

September 2022 - March 2023
São Paulo, SP

Delivered comprehensive production services across experiential, digital, and audiovisual platforms, aligning business objectives with creative execution and audience engagement. Coordinated cross-functional teams for flawless event execution.

• Directed technical deployment for Memorial Vítimas Brumadinho, featuring advanced and proprietary LED displays and audio design platforms. Navigated complex stakeholder management, including Vale and the Victims Association, to ensure respectful and appropriate creative direction.

• Managed live broadcast operations for Coala Festival, leading on-set production teams (stage, lighting, sound and broadcast) prior and during event day to ensure seamless execution.

• Fostered strong partnerships with corporate stakeholders to achieve project goals and guarantee 100% delivery to scope and timelines.

Senior Experiential Producer MediaMonks

October 2018 - August 2022
São Paulo, SP

Directed global production of innovative experiential projects, ensuring smooth delivery from concept to launch. Bridged global production, sales and strategy teams to establish the São Paulo office as the company's central experiential hub. Promoted stakeholder alignment by translating visionary concepts into profitable outcomes. Oversaw production management, including budgets, resource allocation, KPIs, and client communications.

- Managed the project pipeline, optimizing intake processes by driving a highly successful 70%-win rate for new business.
- Maximized project intake processes and rigorously managed production budgets, scope, resource allocation, timelines, key performance indicators (KPIs), and executive client communications to deliver 20+ projects on time for a large array of clients.
- Preserved business growth through the pandemic shifting our production to remote live events for strategic clients such as Nike, Meta, Jonas Brothers, etc.

Line Producer
Moment Factory

January 2017 - September 2018
Montreal, QC

Supervised production of immersive experiences across the US, Canada and Japan integrating interactivity, scenography, and multimedia content. Managed project lifecycle from conception to post-production, ensuring smooth handover to clients. Led a large (40+ members) multidisciplinary team (including directors, coders, designers, architects, etc.) serving as the operational link to executives. Drove international expansion supporting new office launch in Japan and executing high-profile projects for Sony and Universal Studios.

- Orchestrated complex productions, enhancing audience engagement and delivery, on a client portfolio with more than 10 projects with budget ownership ranging from USD 300k to USD 10M.
- Negotiated contracts (including Sony's Joint Venture) and managed vendor relationships to secure high-quality deliverables, optimize production timelines, and maximize value for each initiative.
- Championed team collaboration, fostering innovation and creativity by shaping the business unit toward Theme Parks and Events.

Technical Lead - Senior Creative Technologist
Globacore

December 2014 - January 2017
Toronto, ON

Oversaw the adoption of Agile and Scrum methodologies, enhancing team management and workflow efficiency. Engineered custom interactive applications across touch walls, VR environments, and bespoke hardware. Facilitated collaboration between development and project management, ensuring technical feasibility and quality deployment.

- Implemented Agile processes, improving team dynamics increasing deployment frequency by 50%.
- Resolved critical bottlenecks through optimized technical design and streamlined production workflows.
- Bridged development and project management for quality assurance utilizing hands-on coding expertise.

Interactive Team Lead - Senior Creative Technologist
Forge Media + Design

June 2012 - December 2014
Toronto, ON

Pioneered interactive development team, establishing internal workflows and translating design and business needs into deployable resources. Adjusted production pipelines, eliminating bottlenecks to enhance team productivity and delivery speed. Engineered interactive experiences, integrating real-time sensory data into applications.

- Constructed R&D initiatives on emerging technologies to identify innovative solutions.
- Architected and developed custom framework leveraging technologies such as Unity, C++, and Adobe AIR.
- Developed way-finding experiences and large-scale digital walls that improved user engagement.
- Instituted cross-disciplinary collaboration sessions with designers, developers, and project managers to unify project vision and streamline communication, saving 20% of time in previous iterations.

Interactive Developer
A51 Integrated

June 2010 - May 2012
Toronto, ON

Engineered dynamic, multi-user applications, enhancing concurrent interactions and engaging user experiences. Collaborated with creative and production teams to transform visual concepts into functional, high-quality interactive products.

- Integrated and developed advanced APIs and real-time data streams to enable interactive features, elevating user engagement and expanding application capabilities.
- Programmed custom touch-screen interfaces for physical installations, bridging digital and physical experiences.

ActionScript Developer
Freelance

March 2008 - June 2010
São Paulo, SP - Toronto, ON

Engineered custom interactive web applications and rich media experiences supporting design teams. Formulated reusable libraries to streamline development workflows and facilitate rapid prototyping. Integrated frontend and backend ensuring high-fidelity implementation.

Developer
IBM

January 2006 - February 2008
Campinas, SP

Core member of development team driving design and technical implementations to optimize system performance. Managed project lifecycle, overseeing requirements gathering, documentation, and status reporting. Delivered full-stack solutions using DHTML, JavaScript, JSP, C++, and Mainframe.

- Engineered integrations, connecting proprietary applications with .NET for Sotheby's International Realty.
- Provided production support for B2C applications at Medco, the largest Pharmacy Benefit Management company in the US.

Instructor
Microlins

January 2005 - July 2005
Goiânia, GO

Technical Manager Assistant
Banco do Brasil - Infrastructure Management Department

December 2002 - May 2023
Goiânia, GO

EDUCATION

Interactive Multimedia - Post Graduate Diploma
Sheridan College Institute - Oakville, ON, Canada - 2010

Bachelor of Science Degree in Computer Engineering
Catholic University of Goiás - Goiânia, GO, Brazil - 2005

SKILLS

English - Native or bilingual proficiency
Portuguese - Native or bilingual proficiency
Spanish - Limited working proficiency
Italian - Elementary proficiency

Production, AI Solutions, Creative Technology, KPI Management, Digital Experiences, Team Management, Strategic Leadership, Cross-Functional Collaboration, End-to-End Delivery, Event Production

SELECT WORK

[IBM Activations](#)
[IBM US Open](#)
[IBM AI-powered Ping Pong](#)
[IBM Ferrari](#)
[IBM HP Ferrari](#)
[Fever SP](#)
[Memorial Brumadinho](#)
[Coala TV](#)
[Noize](#)
[SuperUber](#)
[MediaMonks Experiential](#)
[Moment Factory Themed Entertainment](#)
[Moment Factory Explorations](#)
[Moment Factory - Vision Behind our Signature](#)
[Globacore](#)
[Powercube VR](#)
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