PERSONAL DATA
Brasileiro, solteiro, 48 anos

LOCATION
Luis Eduardo Magalhães, Bahia, Brasil

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JAILSON SOUZA

IT PROJECT MANAGER
INNOVATION PROJECT COORDINATOR
ENTREPRENEUR, GENERAL ARTIST AND MUSICIAN

www.moovinova.com.br
www.deuzika.com.br

Professional with over 18 years of experience in Technology, Innovation and Project Management, with expertise in the development of games, simulators, virtual reality (VR), augmented reality (AR) and creative technologies, websites and web systems, and mobile applications. I am open to new challenges, where I can apply my skills in leading multidisciplinary teams, strategic management and developing innovative solutions.

TOOLS AND PLATFORMS

With my experience in several projects in different market segments, I have developed solid expertise in various tools and software, which allows me to act with confidence in the development and management of technological, innovative and artistic projects. In addition to the tools mentioned below, I am always open to learning new technologies and methodologies that can add value to the company.

EVENTS - SPEAKER / EXHIBITOR

- **Jornada de Herói - Bienal do Livro** / Salvador
- **Campus Party** - Brasília, Salvador, Pernambuco
- **Semana Nacional de Ciência e Tecnologia** - Salvador, Joquié
- **Semana de Inovação da FORD** América do Sul
- **Feira do Empreendedor SEBRAE** - Salvador
- **UNIMES GAME DAYS** - Lauro de Freitas
- **6º Encontro de Prefeitos da Bahia** - Salvador
- **Seminário de Jogo Digitais/UNEB** - Salvador
- **FENTEC** - Feira de Negócios e Tecnologia do Sudoeste da Bahia
- **BAANKO CHALLENDE** - Salvador
- **Gamepólitam** - Salvador
- **ANICON** - Vitória da Conquista
- Between others...

INTERVIEWS & STORIES

- Subjects - **Mosaico Baiano**
- Interviews - **TVE REVISTA /TV BAHIA**
- Articles - Printed newspaper: **ATARDE**
- Articles - Printed newspaper: **CORREIO DA BAHIA**
- Articles - **Portal G1**
- Articles - **Portal R7**
- Articles - **TV/SAC Bahia**
- Interviews - **Bahia Meio Dia - TV Globo**
- Interviews - **Rádio Metrópole FM**
- Between others...

CONTRIBUTIONS & PROFESSIONAL RECOGNITION

Member of the Technical Committee for the Development of the Electronic Games Programming Course at SENAI/DN.

Representative Member of the Technology and Games Market on the Technology Master Plan Committee of the State of Bahia .

Receipt of Letter of Thanks and Recognition for contributions to SENAI/DN.

ACADEMIC TRAINING

Graphic Design
UNIJORGE College
Graduation interrupted in the 4th Semester

Degree in Drawing and Plastic Arts
UFBA - Federal University of Bahia
Graduation interrupted in the 6th Semester

Administration Technician
AC Magalhães State School
High school - 2nd grade

LANGUAGES

- **Portuguese:** Native
- Basic **English**

OUTRAS HABILIDADES & COMPETÊNCIAS

MÚSICO
Self-taught musician, with experience in acoustic guitar, electric guitar and other instruments. Music production, composition and arrangements, exploring rich sounds and different harmonies.

ESCULTOR TRADICIONAL
Experienced in creating sculptures and models using Clay Soft plastic, combining traditional and contemporary techniques. Fascinated by the process of transforming raw materials into expressive forms. I explore painting and other techniques to complement my works.

ROTEIRISTA
Creation and development of scripts for games, interactive narratives and audiovisual productions. Skill in character building, worldbuilding and storytelling, bringing depth and immersion to stories. I believe that each day is a new opportunity to create something meaningful.

ESPECIALISTA EM IMPRESSÃO 3D - RESINA
Production and modeling of 3D printed parts using resin. Application of technology for prototyping, creation of miniatures and personalized artistic elements.

PROFESSIONAL INTEREST

I am looking for an opportunity in a large company where I can contribute with dedication, learn continuously and grow together with the team. I am a professional passionate about technology and innovation, with experience in project management and solution development, but above all, I am always open to new challenges and learning.
I believe that technology has the power to transform businesses and I am motivated to contribute with my knowledge, initiative and commitment. I want to be part of a team that values innovation and allows me to evolve professionally, adding value to the company with my work and strategic vision.

PROFESSIONAL SKILLS

- **Technology and Innovation Project Manager** — Leadership in the implementation of new technologies and innovative solutions.
- **Project Coordination and Game Design, VR and AR** — Management of development of digital products and immersive experiences.
- **Production and Leadership of Multidisciplinary Team** — Management of technical and creative teams to execute technological projects.
- **Research and Development of Innovation Projects** — Application of new technologies to solve market challenges.
- **Strategic Management, including Project Planning and Budgeting** — Defining goals, structuring costs and allocating resources.
- **Application of Agile Technologies and Methodologies** — Use of Scrum, Kanban and DevOps to optimize project development and delivery.
- **Technical Consulting** — Specialized support for companies seeking technological innovation.

BUSINESS SKILLS

- **Customer Relationship Management** — Building and maintaining strategic partnerships and meeting market needs.
- **Development of Commercial Actions, including Proposal and Negotiation of Contracts** — Preparation of offers and negotiation of technological projects.
- **Sales Strategies** — Planning and execution of strategies for marketing products and services.
- **Business Management, meeting strategic goals and company objectives** — Aligning technology with business growth and profitability.
- **Participation in events and conferences as a Speaker, Exhibitor and Workshop Presenter** — Representation of the company and dissemination of technical knowledge in the market.

PERSONAL SKILLS

- **Leadership** — Ability to motivate teams, promoting a collaborative and productive environment.
- **Strategic Vision** — Focus on innovation and application of technologies to drive results.
- **Adaptability and Resilience** — Ability to quickly adjust to new trends and overcome challenges.
- **Self-teaching** — Ease of learning new technologies and tools independently.
- **Networking and Relationships** — Ability to build strategic connections and expand business opportunities.
- **Multidisciplinarity** — Ability to work in different areas, combining technology, art and innovation.
- **Collaborative Spirit** — Ability to work as a team, sharing knowledge and encouraging collective creativity.

PROFESSIONAL EXPERIENCE

CEO | MOOVInova - Tecnologia e Inovação

Management of technology projects, development of innovative technological solutions, management of development and technology teams, budget preparation, client management, consultancy.

2019 - 2025

- **RAILWAY MUSEUM - MUSINÊS / Santa Inês-BA** - Concept, Curation, Management of Development of the technological collection, installation and assembly of equipment and applications.
- **Game Dominó PRAVALER** - Technical Consultant for Product Development, Definition of Technologies, Concept and Budget, Definition of Team, Schedule and Application Business Model: Management, Coordination and Development of the Project: Conceptual Arts, Design of 3D Objects, Modeling, Rig and Animation of Assets, Scenarios and Characters, Textures, Script Concept, Game Design, Argument, GDD: Technical Support for Project Implementation.
- **Game "DEU ZIKA!"** - Technical Consultant for Product Development, Definition of Technologies, Concept and Budget, Definition of Team, Schedule and Application Business Model: Management, Coordination and Development of the Project: Conceptual Arts, 3D Object Design, Modeling, Rigging and Animation of Assets, Scenarios and Characters, Textures, Script Game Design, Storyline, GDD: Technical Support for Project Implementation.
- **INTERACTIVE VIRTUAL TOUR HISTORY CENTER - PELOURINHO** - Project Coordination and Design, Multidisciplinary Team Leadership, Planning/Budget Preparation, Commercial Action Development, Proposal Preparation and Negotiation, Art Management and Direction, Character Design and Modeling, Object and Scenario Design and Modeling, Character, Object and Scenario Texture, Unity 2D Front End Programming.

Co-Founder | Moovi Games

IT project management, development of innovative technological solutions, research projects, management of development and technology teams, budget preparation, client management, consultancy.

2013 - 2019

- **SEBRAE 360º SIMULATOR (Virtual Reality)** - Technical Consulting and Project Design, Definition of Technologies and Equipment, Preparation of the Budget Plan, Definition and Leadership of a Multidisciplinary Team, Development of Commercial Actions, Preparation and Negotiation of Proposals, Schedule and Application Business Model, Art Direction and Concept, Argument, Script and GDD, Front-end Unity, UX-UI Design, Design and Modeling, Animation of Characters and Objects, texture maps, among other complementary production activities.
- **PIERRE VERGER AND CARIBÉ TECHNOLOGICAL MUSEUM** - Technical Consultant, Definition of Technologies and Equipment, Budget, Definition of Team, Schedule: Project Management, Coordination and Development: 3D Object Design, Modeling, Rig and Animation of Assets, VR Video Editing: Technical Support for Project Implementation. Definition and Leadership of Multidisciplinary Team, Preparation of Planning/Budget, Development of Commercial Actions, Preparation and Negotiation of Proposals, Editing of Images and Videos, Installation and Maintenance.
- **Advergame ZÉ CORUJINHA / Company ZCR Informática** - Technical Consulting for Product Development, Project Management and Coordination, Preparation of the Business Model, Definition and Leadership of Multidisciplinary Team, Preparation of the Budget Plan, Development of Commercial Actions, Preparation and Negotiation of Proposals, Art Direction and Concept, Argument of Script and GDD, Art Direction, Definition of Soundtrack and Sound Effects, 3D Modeling, Textures, Rig and Animations, Front End Unity.
- **Development of the IGLU educational platform** - Educational Game - Project Management and Coordination, Definition and Leadership of a Multidisciplinary Team, Preparation of the Budget Plan, Development of Commercial Actions, Art Direction, 2D Design of characters, objects and scenarios.
- **Metaverso Pelô Project (VR)** - Coordination and Design of 3D Projects, Rig and Character Animation, Concept, Argument, GDD. Leadership of a Multidisciplinary Team, Preparation of Planning/Budget, Development of Commercial Actions, Preparation and Negotiation of Proposals, Management and Art Direction, Design and Modeling of Characters, Design and Modeling of Objects and Scenarios, Texture of Characters, Objects and Scenarios, Front End Unity 2D Programming.
- **Game "Acarajé vs Hamburguer"** - Project Management and Coordination, Business Model Development, Multidisciplinary Team Definition and Leadership, Planning/Budget Development, Commercial Action Development, Proposal Development and Negotiation, Technology Definition, Script Concept and Argument and GDD, Art Direction, Soundtrack and Sound Effects Definition, 3D Modeling, Textures, Rig and Animations, Unity Front End.
- **Game M1 - INFECTADOS (Virtual Reality)** - Project Management and Coordination, Business Model Development, Multidisciplinary Team Definition and Leadership, Budget Plan Development, Commercial Action Development, Proposal Development and Negotiation, Technology Definition, Script Concept and Argument and GDD, Art Direction, Soundtrack and Sound Effects Definition, 3D Modeling, Textures, Rig and Animations, Unity Front End.
- **EXECUTIVE CHANGE PLATFORM (Mobile and Desktop)** - Definition and Leadership of Multidisciplinary Team, Preparation of Planning/Budget, Development of Commercial Actions, Preparation and Negotiation of Proposals, Production Management.
- **HANG GLIDING SIMULATOR (Virtual Reality)** - Project Coordination and Conception, Leadership of Multidisciplinary Team. Preparation of Planning/Budget, Development of Commercial Actions, Preparation and Negotiation of Proposals, Art Direction, Concept, Argument, Script and GDD, Definition of Soundtrack and Sound Effects, Concept, Screen Design, Concept, Design of Sets and Objects.

Co-Founder | SoteroTech - Tecnologia

IT project management, development of innovative technological solutions, management of development and technology teams, budget preparation, client management.

2010 - 2014

- **ISAAC - SIMULATOR 3D (Simulator for Industrial Plants)** - Research and Development, Design and 3D Modeling, Texture Maps, Objects and Scenes, Character and Vehicle Animation.
- **Game "O TRIO REALITY"** - Project Coordination and Conception, Multidisciplinary Team Leadership, Planning/Budget Preparation, Commercial Action Development, Proposal Preparation and Negotiation, Art Management and Direction, Concept, Argument, Script and GDD, 2D Design Development.

Technological Projects Coordinator | SENAI-BA (2007 – 2010)

Technical coordination of IT projects, development of innovative technological solutions, research projects, management of development and technology teams, budget preparation, customer management.

2007 - 2010

- **SIMULATOR - GERDAU 3D** - Technical Consulting for Product Development, Project Management and Coordination, Budget Preparation, Development of Commercial Actions, Preparation and Negotiation of Proposals, Definition of Technologies and Equipment, Development of Commercial Actions, Project Conception, Consulting for Process Standardization, Character, Object and Scenario Design, 3D Modeling of Characters and Machines, Character and Machine Animation, Character and Machine Texture.
- **Game "The Book of Dreams"** - Technical Coordination and Development, Definition and Leadership of Multidisciplinary Team, Strategic Planning, Contract and Client Monitoring, Art Direction, Concept, Argument, Script and GDD, Character, Object and Scenario Designer, 3D Modeling of Characters, Objects and Scenarios, Texture, Character and Object Animations, Definition of Soundtrack and Sound Effects.
- **AUGMENTED REALITY - SENAI/BA** - Project Coordination and Design, Multidisciplinary Team Leadership, Planning/Budget Preparation, Commercial Action Development, Proposal Preparation and Negotiation, Art Direction, Character Design and Modeling, Object and Scenario Design and Modeling, Character, Object and Scenario Texture.
- **GAMES AND AR "OLDS - IN THE KNOWLEDGE OLYMPICS" / RJ** - Project Coordination and Design, Multidisciplinary Team Leadership, Planning/Budget Preparation, Commercial Action Development, Proposal Preparation and Negotiation, Art Direction Concept, Argument, Script and GDD, Definition of Soundtrack and Sound Effects, Concept, Screen Design, Concept, Set and Object Design.
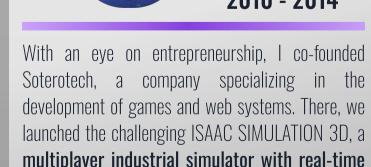
TIMELINE

The 'Timeline' is a brief summary of my career and professional development to date.

2007 - 2010

My journey in technology and innovation began in 2007, when I joined **SENAI/BA** as a Concept Artist on the 3D game project **The Book of Dreams - The Magic of Knowledge**. Just two months later, I took on the role of Technical Coordinator, leading a team of 32 professionals on a project supported by the FINEP public notice, with production lasting 1 year and 8 months. At SENAI, I also worked as technical coordinator and producer of 2D games for the Knowledge Olympics (RJ) and in Augmented Reality applications. In addition, I was a **member of the committee** responsible for developing the technical course for **Digital Game Developers at SENAI/DN in Florianópolis/SC** and designed the 3D Simulator for GERDAU/BA for industrial training. I received a letter of thanks from SENAI/DN for my contributions to SENAI.

2010 - 2014

With an eye on entrepreneurship, I co-founded Soterotech, a company specializing in the development of games and web systems. There, we launched the challenging ISAAC SIMULATION 3D, a **multiplayer industrial simulator with real-time updates**. During this period, we developed innovative augmented reality projects, web platforms and mobile applications, in addition to participating in several events and interviews, promoting our initiatives.

2013 - 2019

In 2013, I decided to take on a new challenge: creating the **first game development studio in Bahia**. Thus, Moovi Games was born, a studio focused on projects with national themes. We developed innovative games such as Acarajé vs. Hamburger, Deu Zika, and M1-Infectados (VR), one of the first Brazilian games in Virtual Reality. We also created immersive experiences such as the Hang Gliding **Simulator in Chapada Diamantina (VR)** and the Roller Coaster in Pelourinho (VR). In addition, I applied emerging technologies such as artificial intelligence, robotics, and interactive sensors, leading technology consultancies for companies and projects such as **Sebrae 360 (VR)**, a Virtual Reality training platform for entrepreneurs.

In the field of culture and education, I was a producer and consultant for innovative projects for the **Pierre Verger Museum and the Caribé Museum**, integrating artificial intelligence, virtual and augmented reality, motion sensors and robotics. I also developed gamification projects, advergames, educational games and digital platforms, consolidating my work as a multidisciplinary professional.

2019 - 2025

In 2019, I took another step forward by assuming the position of CEO of MOOVInova, focusing on the management and development of innovative technologies. Among the outstanding projects, I was responsible for the **Technical Curation, Production and Installation of the collection of the Railway Museum - MUSINÊS**, in the city of Santa Inês, Bahia. I also led the production of web platforms for event management and the development of the Domino game - PRAVALER.

My career has been marked by challenges, constant learning and a passion for innovation. Over the years, I have participated in lectures, interviews and national events, sharing knowledge about games, technology and innovation in Brazil. My goal is to continue developing impactful technological solutions, applying my experience to transform ideas into reality.

Access the digital portfolio: www.jaisouza.com.br

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