

Gabriel Aguiar Fernandes

AI Builder · Product & process automation · People Ops background

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Fortaleza, Brazil · UTC-3 · Remote

Portfolio

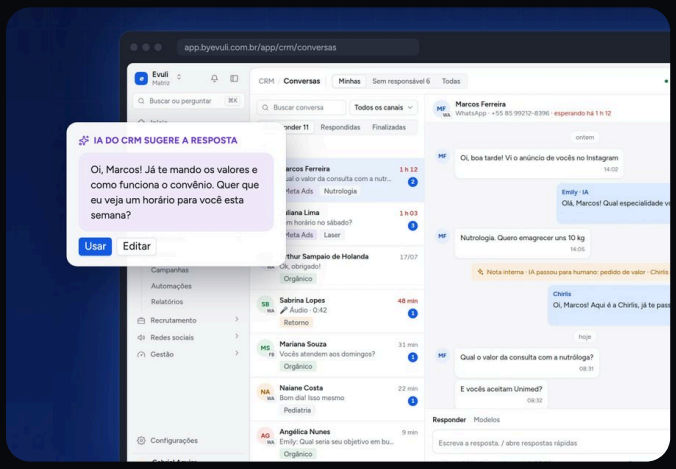
I build the software people actually use.

Psychologist and HR lead turned builder. Since early 2026 I ship production software with AI coding agents, solo and end to end. Seven years running People Operations taught me to map messy workflows with the people who live them. Now I turn those maps into systems used every day.

4	15	25+	7 yrs
products in daily use, built solo	clinic units running on by-evuli	integrations: payments, WhatsApp, Slack, LLMs	People Ops in companies scaling 30 → 200+

Selected work

DESIGNED, BUILT AND RUN BY ME



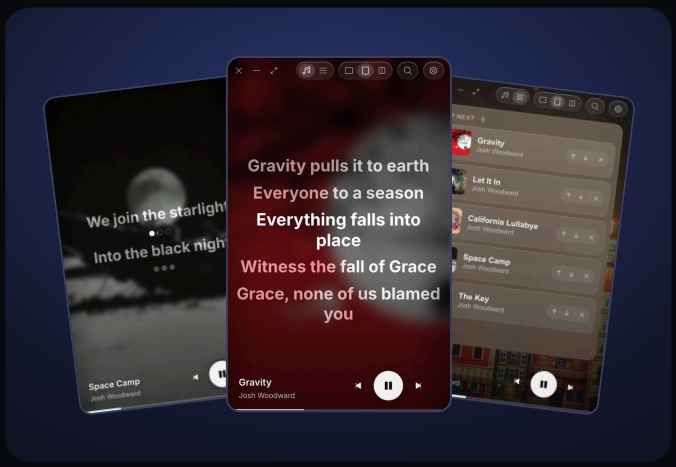
by-evuli

● LIVE · CLIENT

The operating system of a clinic franchise network: onboarding, hiring, CRM, WhatsApp, finance and reports in one product.

- Replaced a spreadsheet CRM with one WhatsApp-integrated system.
- AI suggests replies, scores deals and plans the next step.
- Each clinic's data isolated in the database; payments and invoices built in.

15 units · **370+** migrations · byevuli.com.br



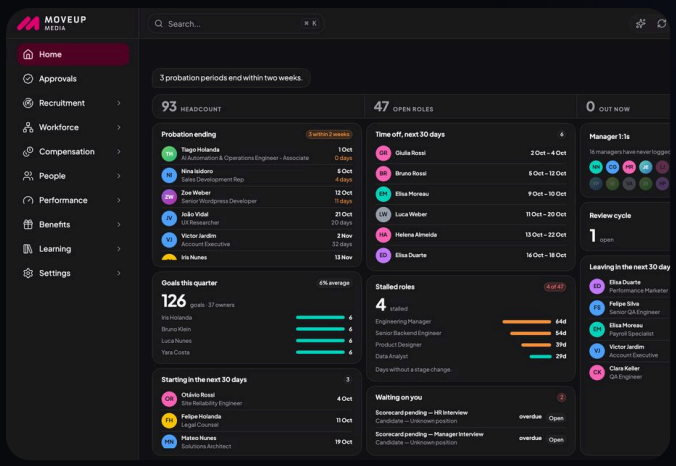
Linea

● PRIVATE BETA · OWN PRODUCT

A native desktop app that shows synced lyrics for whatever you're playing, on macOS and Windows.

- Rust core with native overlays: Swift on macOS, DirectComposition on Windows.
- On-device speech recognition times every word; no audio leaves the machine.
- Beta pipeline with update control and automated QA.

67k lines of Rust · **2** native hosts · **5** lyric sources



MoveUp People · INTERNAL · DAILY USE

A complete HR platform, hiring to offboarding, built by the People Ops lead who used it every day.

- Mapped each HR workflow, redesigned it, then built it.
- AI candidate scoring and CV analysis; Slack and DocuSign built in.
- Replaced paid tools for a fully remote company of up to 200+ people.

105 pages · **644** API routes · **324** migrations

Sou Leão · LIVE · PUBLIC

An AI-run newsroom for Fortaleza Esporte Clube fans: news, live matches and stats, around the clock.

- Finds the news, writes it, fact-checks it and publishes on its own.
- Live match pages refresh every minute.
- Picks cheaper or stronger models per task to keep costs low.

14 scheduled jobs · souleao.com.br



EXPERIENCE

AI Builder · Independent

Mar 2026 — now

Building and running by-evuli (client), Sou Leão and Linea with AI coding agents, automated tests and zero-downtime deploys.

People Operations Specialist · MoveUp Media

Mar 2025 — Sep 2026 · Remote, international

Ran People Ops alone through growth (~50 → 200+) and restructuring (~65). Built MoveUp People and internal AI tools along the way.

Talent Engagement Specialist · Diageo

May 2024 — Feb 2025 · Brazil & LatAm

Hundreds of hires across five countries, 1–2 week time-to-hire.

HR Manager · Odds Scanner

Nov 2021 — May 2024 · Malta, remote

First People hire at 30 employees; built every process as the company grew to 200+.

SKILLS

AI: Claude Code, Codex, Cursor, agents, LLM integration, model routing and cost.

Product: TypeScript, React, Next.js, Postgres, Supabase, Rust, Swift.

Delivery: Cloudflare, Docker, GitHub Actions, Playwright.

Process: workflow mapping and redesign with stakeholders.

EDUCATION

MBA, People Management · UNIFOR, 2022

B.Sc. Psychology · UNIFOR, 2019

LANGUAGES

Portuguese native · **English** fluent

ALSO BUILT

MoveUp League (Slack engagement game) · MoveUp Arcade (sports mini-games) · RadarVaga (hiring-experience reviews)

Linea screens: music and artwork by Josh Woodward (joshwoodward.com), CC BY 4.0, artwork cropped. MoveUp People screen uses anonymized data.