Washington Tadeu Proença

Address: Rua General Osório, 39
apartment, 83
Vila Martina - Valinhos - São Paulo -
Brasil
Cep 13.271-130

Phone:+55 (19) 99299-1851
Email: wash@3dna.com.br

"SUMMARY OF PROFESSIONAL QUALIFICATIONS"

SKILLS

Languages:
- Portuguese (native) and English (advanced).

Professional Skills:
- Expert in game production with 3D animation and interactions in VR (Virtual Reality) and AR (Augmented Reality).
- Expert in 3D animation, modeling and sculpting, with over 10 years of experience in creating characters, props, and environments for games, films, image production, and other applications.
- Strong skills in 3D character animation, including rigging, keyframe, and motion capture for 3D animation.
- Expert in creating 3D characters for real-time interaction, from concept to programming for the completion of the project.
- Advanced knowledge in texturing, digital painting, and lighting, using software such as Adobe Photoshop, Substance Painter.
- Expert in Autodesk Motionbuilder, Maya, and 3DS Max (advanced).
- Expert in Adobe After Effects, Premiere, and Photoshop (advanced).
- Expert in Twinmotion from Epic Games and Unity 3D (advanced).
- Expert in Corel Draw (advanced).
- Expert in assembling soundtracks and sound effects for video composition; Expert in Adobe Audition, with strong knowledge in advanced audio mixing and mastering techniques.
- Intermediate in ZBrush and Adobe Illustrator (intermediate).

QUALIFICATIONS:

- Game production with 3D animation and interactions in VR (Virtual Reality) and AR (Augmented Reality).
- Creation and modeling of 3D characters for real-time use and interactivity, with advanced skills in Autodesk Motionbuilder, Maya, and 3ds Max.
- 3D animation.
- 2D animation.
- 3D modeling and sculpting.
- 2D drawing.
- Illustration.
- Sound designer.

Leadership and participation in advanced 3D animation projects:
- Participation in the entire production process of projects involving advanced 3D technology, from conception to final programming, starting from 3D character animation, 3D modeling, texturing, and sculpting.

- Collaboration with other teams, including 3D modelers, texture artists, and programmers, to ensure that the 3D animations and 3D characters I model are properly integrated into larger projects.

- Leadership in advanced 3D projects, with the ability to work well in teams, also contributing to helping colleagues achieve their goals, sharing knowledge and experiences to improve the quality of teamwork.

- Delegation of tasks and providing guidance to the team towards common goals related to projects involving 3D character creation techniques, 3D modeling and texturing, as well as 3D animation.

- Management of tight deadlines and project delivery within the timeframe and budget.

Proactivity in technological updates in the 3D area:
- Being the one who constantly seeks new technologies for implementation in visual projects, given the constant technological evolution in the gaming, 3D animation, and graphic design sectors.

Problem-solving skills in multidisciplinary 3D projects:
- Having a strong ability to quickly analyze a problem, identify possible solutions, and implement the best solution within a limited timeframe.

- Being the one who has a problem-solving mindset in creative technological projects, where unexpected problems may arise at any time, based on a strong commitment to meeting the needs and expectations of clients.

"EMPLOYMENT HISTORY"

BLUMER ART INTERATIVA LTD.   São Paulo, Brasil
Technology consultant and independent   November, 2003 - Nowadays
service provider

The Company:

BLUMER ART INTERATIVA is a company that serves the corporate market, specializing in the production of activations for events, fairs, and congresses. It is a nationally recognized company, serving major advertising agencies and brands such as SAMSUNG, TORRENT, VIVO (TELECOMMUNICATIONS), CLARO (TELECOMMUNICATIONS), HUSQVARNA, CITROEN, JOHNSON & JOHNSON, UNILEVER, ADCOS, among others, throughout its trajectory in the market. It has approximately 5 permanent employees, in addition to working with outsourced service providers, who are hired according to the type and magnitude of the event.
Annual revenue is approximately R$4,500,000.00.

Main Responsibilities
Development and execution of high-tech virtual and interactive projects, creation of 3D virtual characters, creation of 3D animation, creation and programming of games using the main Game Engines in the market, including UNITY3D and UNREAL, creation and programming of augmented reality (AR) applications for VR (Virtual Reality) glasses, for games and corporate applications, and creation and programming of activation applications for Apple and Samsung phones.

The company displays its commercial portfolio on its website, accessible via the link: https://www.blumer.com.br/.

Main Achievements
Creation and programming of numerous technological activations, with 3D images and animations over 20 years of providing services for BLUMER INTERATIVA, among the most significant and far-reaching.

In the year 2023,

- Creation and programming of a 360º 3D VR game for META QUEST 2 glasses. HUSQVARNA | VR GAME - **<u>AGRISHOW 2023.</u>**

- Creation of a Samsung GALAXY S23 ULTRA app for controlling and using video projection, using synchronized FREESTYLE SAMSUNG projectors, with simultaneous audio playback using the GALAXY BUDS 2 PRO audio system. **<u>SAMSUNG LOLLAPALOOZA 2023.</u>**

- Creation of an interactive 3D augmented reality (AR) technological activation based on facial recognition of the participant. ADCOS | FACIAL RECOGNITION 2023.

- Creation of an interactive 3D augmented reality (AR) technological activation based on facial recognition of the participant. BAXTER COPA/JASB 2023.

- Creation of an interactive 3D reactive touch-sensitive wall activation, through software-controlled projection programmed in UNITY 3D. MAFRA.

- Creation of an interactive 3D virtual claw machine game activation. VIVO TELECOMUNICAÇÕES.

- Creation of an interactive 3D technological activation, an interactive rail, using the RFID system. MRS COMPANY.

In the year 2022,

- Creation of an interactive 3D augmented reality (AR) technological activation. FORD MOTORS.

- Creation of an interactive 3D technological activation, development, and programming of an endless runner-type game. ZURICH SEGUROS.

- Creation of an interactive 3D reactive touch-sensitive wall activation, through software-controlled projection created and programmed in UNITY 3D. NORDISK.

- Creation of 3D holographic projections demonstrating the performance of LUBRAX oil developed by PETROBRAS in automotive vehicle engines. PETROBRAS.

- Creation of a 3D VR video, for QUEST-META glasses, with a panoramic tour to showcase the convenience store of BR-PETROBRAS and a LUBRAX-PETROBRAS oil change station.

- Creation of a virtual 3D receptionist doll created with Motionbuilder software for interaction with the public at a trade show booth for ALIANSCE SONAE.

- Creation of a 3D VR video, for QUEST-META glasses, to demonstrate the use of an oral hygiene product, with the internal mouth reproduced in 360º 3D. LISTERINE 360.

- Creation of an interactive 3D technological activation, programmed in UNITY, an automation-triggered slot machine-type game, where the manually operated lever controlled the game. Developed for PRATIS company.

- Creation of a 3D VR video, for QUEST-META glasses, to present the new HUSQVARNA rider, reproduced in 3D, combined with the development of a 360º virtual tour. RIDER HUSQVARNA 360.

- Creation of a SAMSUNG GALAXY S22 ULTRA app and SAMSUNG GEAR WATCH 5 watch to measure heartbeats while the participant danced, combined with recording the participant's experience video for subsequent social media posts, if the participant wished. SAMSUNG LOLLAPALOOZA 2022.

- Participation in a larger project in a 3D virtual platform for events, fairs, and congresses via WEB, with other team members. I was responsible for creating and developing the website's 3D backstage and virtual 3D environments and interactive virtual audience 3D animation, giving the remote participants the feeling of total immersion in exclusively virtual events. It is essential to mention that this type of interactive 3D activation through the use of a DIGITAL PLATFORM became the main type of work offered by BLUMER INTERATIVA during the COVID-19 PANDEMIC due to social mobility restrictions. PLATFORM FOR DIGITAL PIT STOP.

In the year 2021-2020,
 during the COVID-19 PANDEMIC, the following can be highlighted:

- Participation in a major project involving a 3D virtual platform for events, fairs, and congresses via the web, together with other team members. I was responsible for creating and developing the 3D backstage of the website, as well as 3D virtual environments and 3D character animations for an interactive virtual audience,

providing a complete immersive experience for remote participants in exclusively virtual events. It's important to mention that this type of interactive 3D activation using a digital platform became the main type of work offered by BLUMER INTERATIVA and its service providers during the COVID-19 pandemic due to social mobility restrictions.

- During the years 2020-2021, **I participated in a total of 38 projects on virtual 3D platforms, developing 3D videos,** 3D character animations, scenarios, and modeling of other objects for 3D composition. The main works in this period were carried out for companies such as LINX, RODOBENS, QUALY ACTION, CONFENAR ON 2021, DIGITAL PIT STOP, ASPEN MEETING CICLO, ALLERGAN, CLARO MÓVEL, FSY ON 2021, CONVENÇÃO DE 100 ANOS DA NESTLÉ, MERCK, ZAMBON, ALCON, ATLAS SCHINDLER, SHERWIN WILLIAMS, TAKEDA, BLUMERLAND, UNILEVER, among others.

- In 2020, before March/2020 (beginning of the COVID-19 Pandemic in Brazil), I created 3D holographic projections for BAYER.

In the year 2019,

- Creation of a 360-degree virtual tour in VR (Virtual Reality) for Gear VR, to showcase the UNO education system. UNO / POSITIVO.

- Creation and programming of a Unity 3D app for multi touch interactive Video Wall SANTANDER DUO. BANCO SANTANDER.

- Creation of a 3D video for FANTASTIC VIEW, with alpha channel to combine virtual elements with real elements (people at the event), on an LED panel with a camera for capturing the image of the participants. Created for AUTOPASS VOUD.

- Creation of the My Emoji app, using 3D, for the launch of SAMSUNG GALAXY S9, installed on a desktop that communicated with the S9 from which the user could send 3D avatar dolls, a new feature of this launch, and these 3D avatars entered a Samsung city scene, created in 3D, generating an image file to be sent by email to the user. SAMSUNG.

- Creation of the JET FIGHTER 3D video in 360º, VR, for Samsung Gear, showing a 3D flight starting from an aircraft carrier in the bay of Seattle, flying in 3D over the continent, and then returning to the same aircraft carrier. SAMSUNG.

- Creation of the COREGA 3D video in 360º, VR, for Samsung Gear, showing the inside of a laboratory in 3D that showcases the quality of COREGA's product line.

COREGA.

In the year 2018:

- Creation of the PAINTER TOYOTA app using 3D, where the participant could take a photo and decorate it with stickers and 3D drawings of their choice. Interactivity occurred on a TV with a touch screen. TOYOTA MOTORS.

- Creation and programming of an app using 3D in AR (augmented reality) for the launch of the TOYOTA YARIS, modeled in 3D. There were 3D seals around the stand that, when recognized by the system, activated the AR experience. TOYOTA MOTORS.

- Creation and programming of the PAINTER AMIL app using 3D, where the participant could take a photo and decorate it with stickers and 3D drawings of their choice. Interactivity occurred on a TV with a touch screen. AMIL HEALTH PLAN.

- Creation and programming of an interactive app using 3D, where the participant would take their photo at a totem, which would be sent with a 3D event frame to the participant via email, while the image was simultaneously projected onto a 3D mosaic of photos on a LED panel in the stand, remaining on display until the end of the cycle. RH DIGITAL PAGGA.

- Creation of a digital totem for capturing photos, applying a 3D frame, and sending the photo by email to the event participant. Pharmaceutical company DARROW.

- Creation of the PAINTER HDI app using 3D, where the participant could take a photo and decorate it with stickers and 3D drawings of their choice, with interactivity occurring on a TV with a touch screen. HDI INSURANCE.

- Creation of a 3D virtual reality video for Gear VR, showcasing the CEBRACE habitat house and the UV filter system applied to the glass of houses and apartments, using CEBRACE technology.

- Creation of a 3D virtual reality video for Gear VR, showcasing the production line of Johnson's shampoos through a 360º virtual tour in a futuristic J&J factory, demonstrating the entire production process of the shampoo. Johnson & Johnson.

In the year 2017:

- Creation of a 3D application for multimedia tablets to navigate the electronic catalog of the company's products and their specifications. Company: VOLVO MOTORS.

- Creation of a 3D video for FANTASTIC VIEW with an alpha channel to combine virtual elements with real elements (people who were at the event) on an LED panel with a camera to capture the people. Event created for the launch of the CHEVROLET SPIN at the 2017 São Paulo Auto Show. Company: CHEVROLET.

In the year 2016:

- Creation of a 3D animation to be presented at the Chico Xavier Museum in Minas Gerais. The character was made with digital sculpture using ZBrush software and animated in Autodesk Maya. It shows the scene of CHICO XAVIER psychographing. CHICO XAVIER.

- Creation of a 3D video in Virtual Reality (VR) for Gear VR glasses, showing the AUDI store as a virtual version of the original store with all existing interactivity actions inside. A 360º virtual tour that goes from the store entrance, flying through the entire interior and exiting through the facade on the upper floor. AUDI.

- Creation of a 3D video in Virtual Reality (VR) for Gear VR glasses, presenting the new VIGOR website, in a virtual tour showing a mix of futuristic themes with everyday environments. In the end, it presents all the brands of the product line. VIGOR.

- Creation of an application using 3D augmented reality (AR) for MERZ products. By pointing the camera of the tablet with the installed application to specially created seals, the products appeared in 3D with a description of the same. MERZ.

- Creation of a 3D video for projection mapping on three synchronized faces of a car's glass, front and side windows where a special film was applied to simulate a virtual car ride on a beautiful road. This was to present the POSITRON alarm and security system. POSITRON.

In the year 2015,

- creation of a 3D augmented reality app for the launch of VOLKSWAGEN UP, where by pointing a tablet with the app to seals scattered in certain positions of the car, modeled in 3D, corresponding information appeared in an animated and eye-catching way. VOLKSWAGEN.

- creation of an animated 3D video, presenting the PSYCHOLOGICAL SOCIAL TRAINING CENTER - IN MINDS LAB SPORTS, and all its devices and equipment for high sports performance, with elements modeled and animated in 3D. IN MINDS LAB SPORTS.

- creation of a 3D virtual character using Autodesk Motionbuilder software, for the company CLARA TRANSITIONS, with the objective of interacting with the virtual 3D doll in real-time with the participating audience at the Transitions booth, demonstrating the main effect of the brand's photochromic lenses. TRANSITIONS LENSES.

In the year 2014,

- creation of a 3D video for mapped projection with 3 synchronized faces projected on the glass of a CITROEN car, front and side glass, in which a special film was applied, allowing the participant to simulate the fully 3D path, with the new CITROEN C3 car, of a virtual 3D ride, driving the car on a futuristic road, followed by others in which various nature scenarios were displayed. Launch of the new CITROEN C3 car model. CITROEN.

In the year 2013,

- creation of a 3D virtual character using Autodesk Motionbuilder software, to present MANN FILTROS Automotivos products, modeled and animated in 3D. The 3D character interacted with the audience in real-time, talking, playing and presenting the brand's products. AUTOMOTIVE FILTERS MANN.

- creation of a 3D video for mapped projection with 3 synchronized faces projected on the glass of a PEUGEOT car, front and side glass, in which a special film was applied, allowing the participant to simulate the fully 3D path, with the new PEUGEOT 206 car, of a virtual 3D ride, driving the car on a futuristic road, followed by others in which various nature scenarios were displayed. Launch of the new PEUGEOT 206 car model. PEUGEOT.

- creation of a 3D virtual character using Autodesk Motionbuilder software, for a TRIDENT GUM event, where the virtual 3D host interacted with the audience in real-time, presenting flavors and colors of their products, also modeled and animated in 3D. TRIDENT.

- creation of a 3D virtual character using Autodesk Motionbuilder software, for POSITRON, where from within a 3D truck setting, the 3D virtual doll interacted with the audience in a relaxed and humorous way. POSITRON.

In the year 2012,

- A 3D video was created to present the parts of the human body, which first showed the formation of the skeleton in 3D, followed by a demonstration of the organs and skin, also in 3D, and a dive into the skin until reaching an individual's DNA sequence.

In the year 2011,

- A virtual 3D character was created using Autodesk Motionbuilder software, for the SADIA CHICKEN, where products from the SADIA line were presented to the public through this charismatic and well-known character, now in 3D, interacting directly with the public for the first time. SADIA FOODS.

- A virtual 3D character called AZULZINHO from AOC was also created using Autodesk Motionbuilder software, where the flexible and humorous 3D character played with the real public in the AOC booth and presented their 2011 launches. AOC EQUIPMENT.

- Another virtual 3D character called JÚLIA was created using Autodesk Motionbuilder software, and she was the virtual promoter of the LG brand. She was a more realistic character who, from inside a 3D-modeled LCD television, talked about the brand and its products, interacting with the audience present at the event. LG.

- *In the year 2008,*

- A series of 3D videos were created for the ITAUTEC company, presenting the new automation system that would be implemented in the ITAÚ Bank agencies at that time. ITAÚ BANK.

- *In the year 2003,*

- The first virtual 3D character was created using Autodesk Motionbuilder software, the MOTOBOY for Blumer, where the opportunity was given to show all the

potential of the 3D virtual character, which was used for a motorcycle parts company-client at the time. BLUMER.

REI W PRODUÇÕES ARTÍSTICAS LTDA (ARTISTIC PRODUCTIONS LTD)

São Paulo/ Rio de Janeiro - Brazil
January 2005 - December 2019

Independent technology consultant and service provider.

Rei W Productions is a company focused on creating 3D animated characters for television programs, shows, and events in Brazil. A reference in Brazilian television, especially with the Globo TV network, they have produced several 3D animations for programs such as SHOW DA XUXA, CRIANÇA ESPERANÇA, FANTÁSTICO, various other children's programs, and also serving the corporate audience of major companies such as Danone, Johnson & Johnson, and Batavo, among others.

The company exclusively works with outsourced labor in the audio-visual technology area involving 3D characters and 3D animations in general. The average annual revenue is R$ 1,200,000.00.

Main Responsibilities:

- Develop 3D virtual characters using Motionbuilder software.
- Produce 3D character animations for various purposes, such as advertising, TV programs, and other events.
- Develop for the program **"Mundo da Xuxa" for GLOBO INTERNACIONAL** the synchronicity of the same virtual 3D character, synchronized and with simultaneous interaction between them (they could talk to each other), which was done using two supercomputers and the Motionbuilder software, using different angles for live recordings.
- Development of the technological product "Holography Box or Video" with static borders and invisible looping, commissioned by the ReiW company.
- Development of 3D stereo videos for polarized glasses.

Main Achievements:

In the year 2019,

- Project for the Trampolim da Vitória Cultural Center Museum (CCTV), located at Augusto Severo Airport, Parnamirim - RN. I created and produced 4 (four) 3D polarized films for the Museum, **depicting historical events of the Brazilian Air Force (FAB) and the American Air Force, the FAB Catalina, Red Tails, P47, HellCat.** These films were exhibited at the Museum for the public to experience the almost tangible feeling of being able to touch the planes. These videos were produced in a herculean time frame, from concept to final production in 15 days. The Museum's location was the American strategic base in World War II.

- Creation of institutional videos with the 3D virtual character called "João Fortes", used by the JOÃO FORTES BROKER in its convention for brokers throughout the national territory. The detail of using this 3D Virtual Character project was the agility and low cost of generating about 4 films, recorded in real time, using LIP SYNC technology, lip synchronization in 3D animation.

In the year 2018,

- Animation of the DINO character from DANONE in 3D, made in an infinite loop with LIP SYNC for the HolograpBox® with static borders. The piece was used at point of sale in supermarkets to promote the Danoninho product.

In the year 2017,

- Creation of the animated 3D film for the NATIONAL CAMPAIGN AGAINST TUBERCULOSIS, for the governmental organization GLOBAL FUND - TUBERCULOSIS BRAZIL. There were a total of 7 Regional Films. 3D Modeling, Rigging, Texturization and 3D Animation.

In the year 2016,

- Creation of several Architectural videos using 3D for the real estate developer BROOKSFIELD - VILLA DAS FONTES. Complex 3D project, all humanized, with several films produced, including showing the surroundings of the development in the city of Rio de Janeiro in 3D.

- Creation of the institutional video with the ROBÔVO mascot, a 3D character, a 5-minute video using 3D, showing the work of GRANJA MANTIQUEIRA, the largest egg producer in Brazil. 3D animation of the character and final composition of the video, integrating it with the real scenes of the entire film.

- Creation of an institutional video with the "LAMPADA ROBÔ" mascot, a 3D character, for the company Creative Design, specializing in production and creation of lighting design. A 4-minute video using 3D, where I did the 3D animation of the main character and the composition and integration with the people in the LIVE ACTION video.

- Creation of 3D virtual characters in Motionbuilder, a COXINHA and a LETTUCE for NESTLÉ company, to present the quality of the new products in its line for the National Convention of the company. I carried out the 3D modeling, texturization, rigging, and programming of the two 3D characters.

In the year 2014,

- I created a 3D video for the HOLOGRAPHY BOX® featuring the character GÊNIO CHAMYTO from Nestlé. I modeled the character in 3D with infinite looping and localized 3D animation with static borders.

- I created a video with 3D for the HOLOGRAPHY BOX featuring the character MR. MÚSCULO from Johnson & Johnson. I modeled the character in 3D, and the video presented the product with infinite looping and localized 3D animation with static borders.

In the year 2013,

- I created the 3D virtual character NUTRIGÁS using Motionbuilder for the company NUTRIGÁS. The project involved 3D character modeling, texturing, rigging, and object-oriented programming for real-time performance.

In the years 2012/2011,

- Creation of the XUXINHA and GUTO characters for children's TV presenter XUXA MENEGHEL in Motionbuilder, as virtual 3D characters, for real-time acting alongside XUXA during the 2011 season of the "**MUNDO DA XUXA" program on REDE GLOBO INTERNACIONAL.**

  Around 121 programs were recorded for television, with 9 to 10 programs per week recorded at the PROJAC studios of REDE GLOBO in Rio de Janeiro, Brazil. In addition to preparing the 3D characters, my responsibility during the recordings

was to ensure the perfect functioning of the system with the integration of two supercomputers that worked as mirrors, facing each other, to enable the use of two cameras in different positions during the recordings, so that the 2 3D characters could be synchronous with the recording of XUXA.

- **Creation of a 3D animation film for the ROCK in RIO 2011 festival,** dealing with the theme of sexually transmitted diseases, specifically AIDS in this film. My responsibility was the production of the complete video, from character animation to final rendering and composition.

- Creation of the virtual 3D character FOGUINHO for FARMOQUÍMICA using Motionbuilder. In this project, I carried out the 3D modeling of the character, texturing, 3D animation, as well as specific programming so that it could act in real-time at the company's fairs and events.

- Creation of animated videos using 3D for the XUXA SÓ PARA BAIXINHOS 2011 DVD. In this particular project, I created a 3D vignette for one of the DVD's songs, "CINCO PATINHOS," and several vignettes with the XUXINHA and GUTO characters for transitions and DVD menus.

In the year 2010,

- Creation of a 4.49" 3D animation film for the Brazilian governmental housing agency COHAB, where the main character, **ENGINEER DIDI (mascot of the artist RENATO ARAGÃO - DOS TRAPALHÕES),** modeled in 3D by me, presents the agency's activities in an institutional way. My responsibility was from 3D modeling to the final composition of the video;

- **CREATION OF THE VIRTUAL CHARACTERS MÔNICA AND CEBOLINHA** in 3D version in Motionbuilder software for the **"CRIANÇA ESPERANÇA" program on REDE GLOBO DE TELEVISÃO,** so that the two famous **MAURICIO DE SOUZA** characters interacted with presenters (TV personalities) while performing and recording the program in real-time. My responsibility was 3D modeling of the two characters, rigging, texturing, and 3D animation, as well as programming for real-time performance.

In the year 2009,

- **Creation of a 3D animation film for the BRAZILIAN TOURISM MINISTRY called "National Campaign against Child Exploitation."** Once the storyboard was

received, I did the entire project from 3D modeling of characters, texturing, 3D animation, and final composition. A 30-second film.

In the year 2008,

● Creation of an institutional video for NUTRIGAS, which was a music video using 3D, **with SBT artist Maísa Silva acting alongside the NUTRINHO character.** The work involved 3D modeling, texturing, rigging, and 3D animation of the character acting alongside the girl.

● **Creation of the DRAGOLIM character in 3D, a mascot for the Beijing Olympics,** which was a little dragon with butterfly wings used in a series of films designed to bring curiosity about the 2008 Olympic Games in Beijing, China. I also developed a version of the same character as a **3D Virtual Puppet in Motionbuilder for use in live TV programs in real-time.** In this project, I performed 3D modeling, texturing, rigging, and 3D animation, as well as programming to implement the system in real-time.

In the year 2007;

● Creation of a 3D animation film for the NGO REJUMA for their Sustainability and Recycling campaign. In this project, I carried out the 3D animation rendered with the cartoon shader technique to give a 2D animation look. I was responsible for the entire project from modeling, texturing, rigging, animation to final editing.

In the year 2006,

● Creation of the <u>DIDIZINHO</u> 3D character, inspired by the comedian and host **RENATO ARAGÃO as a virtual character in Motionbuilder for the CRIANÇA ESPERANÇA program on Rede Globo de Televisão.** The 3D character converses, dances, sings, and interacts in every way with the host during the program. My responsibility was 3D modeling, texturing, rigging, and animation, making the character ready to perform in real-time on the program.

MAÇÃ" - Ziraldo

DIRECTOR
T-WAY Animation Studio and TAPIRI FILMES.

Main Responsibilities

Director, Screenwriter and Project Ideator.

Main Achievements

- Recognition from major companies such as Columbia TriStar Buena Vista Filmes do Brasil, Fox Filmes do Brasil and Globo Filmes.

- The Beezy movie began with an invitation I made in April 2006 to Yochabel Bügs, a writer and teacher, who soon joined the project. She and I developed the entire story argument for the film and presented it to a filmmaker, Renato Tapajós, owner of Tapiri Filmes, who was also very excited about the story and the 3D animation and film project that could be produced.

- Soon our team grew with the addition of Joe Caiotteh, a screenwriter, who after many meetings with us, wrote the screenplay for the film. With the screenplay in hand and Renato Tapajós' cinematographic experience in documentary cinema, combined with my experience in 3D animation, we began to develop a project for the production of a feature-length film, aiming to submit it to the audiovisual incentive law (LEI ROUANET), which would enable the project to be realized as well as the raising of financial resources from potential investors, companies, and international cinema and exhibition companies.

- With the screenplay and financial project ready, we started contacting the giants, such as Columbia TriStar Buena Vista Filmes do Brasil, which immediately showed interest in the project. The CEO of the company, Rodrigo Saturnino, expressed his interest in a meeting held at the company's premises.

- In our first meeting, he already signaled that he could contribute R$4 million to the project, provided we could secure 15% of the total project's financial support from other sources within the Lei Rouanet. We were excited about the result of this first meeting. It was the beginning of adapting the project to be submitted to Lei Rouanet.

- In the meantime, we continued to present the project to other companies, including Globo Filmes. We then had a meeting with part of the team in Rio de Janeiro with Marcia Sandrin, then director of Globo Filmes. The presentation was a success, and they asked for a copy of the screenplay for internal analysis and approval of the idea. After a few days, we received an email saying that Globo Filmes was supporting our project. We also presented the project to Fox Filmes do Brasil, and the person who received us was Juliana Ribas, responsible for project capture for the company in Brazil.

- As our project was based in the city of Campinas, we had the support of UNICAMP, and then the project was submitted to Lei Rouanet with a budget of R$13 million, considered a small budget for a 3D animation feature film. Unfortunately, we had the bad luck that the political moment was not favorable to cultural projects, which made us fight for almost four years for the project's approval, despite having strong support to make it happen, which unfortunately didn't happen. The project was very well received wherever it was presented, generating interest and media coverage at the time.

- In the same year of 2006/2007, we started trying to make other projects that could support the Beezy project.

  We made a 3D animation pilot to present to the renowned Brazilian children's literature writer, Ziraldo, featuring one of his most famous characters, "MENINO MALUQUINHO". As soon as we contacted him, we arranged a meeting with the writer and his agent, Mr. Mario Gasparotti, at Ziraldo's own office. Ziraldo loved the idea of the 3D character, and we immediately started a partnership with the challenge of producing episodes of another book series and characters called "O BICHINHO DA MAÇÃ" (The Apple's Little Animal).

- The pre-pilot project was done in record time, and we formatted the series project to also try to include it in the terms and requirements of the Lei Rouanet. As it was a TV series project with a much smaller budget of about 2.5 million reais, this project was approved. However, once again, the political and financial scenario in Brazil at the time was very unfavorable for investments in culture in our country, and the project, despite its immense educational and cultural potential, could not proceed due to the lack of necessary financial support, due to the unstable economic situation in Brazil at that time.

SBT - SILVINHO   Osasco - SP , BraZil
Technology consultant and independent   May 2011 - July 2011
service provider.

Main Responsibilities

- Application of Motion Capture on the character Silvinho and adaptation for Virtual
  Character in Motionbuilder.

The Company

- Sistema Brasileiro de Televisão (SBT) is a major Brazilian free-to-air television
  network, founded in 1981 by Silvio Santos. With national coverage, SBT has more
  than 110 affiliated stations and is transmitted via satellite and the internet. SBT is
  known for its diversified programming, which includes entertainment, news, sports,
  soap operas, and series. The network has innovated Brazilian television
  programming with program formats such as Programa Silvio Santos and Teleton.
  Additionally, SBT is responsible for launching several Brazilian TV stars, such as
  Eliana, Larissa Manoela, and Maisa Silva. Despite fierce competition, SBT
  maintains its relevance in the Brazilian market with a loyal audience and diversified
  programming.

Main Achievements

- In May 2011, while recording programs for Mundo da XUXA on competitor network
  Rede Globo, I presented to the Audiovisual Department of SBT the system used in
  the program's recordings, which used the virtual characters Xuxinha and Guto to
  interact in real-time with the audience. This system consists of an actor who does
  the character's voice, generating lip synchronization that gives the impression that
  the puppet is actually speaking, combined with an operator who manipulates the
  character's movements and expressions through commands via keyboard and
  joystick, generating body expressions that bring the character to life.

- At that time, the Audiovisual Department of SBT was developing a mascot, a
  caricature of presenter Silvio Santos called Silvinho. I proposed to adapt the puppet
  for the virtual character system and to conduct a recording test at SBT, with the aim
  of including the live interaction system instead of pre-recorded animations. After the
  presentation of the project, which was a success, a contract was signed. However,
  due to budgetary issues, the project could not be implemented at that time.
  Nevertheless, due to an immediate need, I was asked to produce 11 minutes of
  various animations for the Silvinho character, intended for his appearances on

programs presented by Silvio Santos, using the motion capture technique. This work was performed and delivered.

SENAC - SP   São Paulo - SP , BraZil
Technology consultant and independent   October 2007 - May 2014
service provider.

The Company

- The National Service for Commercial Apprenticeship (SENAC) of São Paulo is an educational institution recognized for its excellence in training professionals to work in various areas of the job market. In the field of Animation and Games, SENAC SP offers a series of courses that seek to train students to work in the creation and development of games and animations, using cutting-edge technologies and innovative methodologies.

- The Animation and Games courses at SENAC SP are offered in different modalities, such as free courses, technical courses, and undergraduate courses. In all of them, students have access to a modern and interactive learning environment, which integrates theory and practice in a dynamic and creative way.

- The Animation and Games courses at SENAC SP are aimed at different profiles of students, from those seeking specific technical training to those who wish to specialize in more specific areas, such as 3D modeling, game development for different platforms, character design, and character animation.

Main Responsibilities

- Development of teaching materials based on the newly launched Autodesk Maya 2008, giving lectures, and training teachers on the course, and training teachers for the postgraduate course in Games at the São Paulo Lapa Tito Unit.

Main Achievements

- In 2007, after already having experience the previous year substituting the person who prepared the material for Autodesk 3ds max training for the network's teachers

who would implement the course, I was invited by SENAC to create an intermediate Autodesk Maya course.

- The course was structured so that the student would go from the first contact with the tool to the delivery of a complete animation project at the end of the course. The illustrated material was elaborated and formatted by me and delivered ready for editing in a space of 3 months, including a DVD of proposed activities and exercises for the course. After the delivery and the material having been revised and ready for publication, I started a roadmap for the course's dissemination with workshops in several units of the network in the state of São Paulo. Cities like São Paulo, Campinas, Limeira, Piracicaba, Ribeirão Preto, Bauru, Presidente Prudente, São José do Rio Preto.

- Shortly after the roadmap was completed, a 35-hour course began to train teachers in the network who implemented the course in their units at the SENAC-Campinas headquarters. We had about 40 teachers attending this course from different cities in the state of São Paulo.

- In 2014, I was again approached by SENAC, now at the São Paulo Lapa Tito unit, which has a postgraduate course in games: production, and programming. The purpose was to hire me to transition two teachers from this course from Autodesk Softimage to Autodesk Maya, transferring the course plan to this new platform, clarifying some points about Maya processes in different areas: polygonal and surface modeling and use of deformers, mesh opening, lighting, shader editing, rendering, rig, constraints, final gathering, global illumination, passes, cloth, particles, shapes, etc., i.e., everything the software covers.

- It was a 64-hour course during a period of 3 months.

MARKETING CONTEMPORÂNEO   Campinas - SP, Brazil
                                                    February 2009 - April 2012

*Technology consultant and independent
service provider.*

The Company

- Marketing Contemporâneo was an in-house agency of the Arcel Group, which included Tempo Veículos among its companies with several units spread throughout the city of Campinas and the entire region. It was the largest vehicle dealership network in the interior of São Paulo.

Main Responsibilities

- Develop a 3D character based on Tempo Veículos logo and create videos and vignettes based on previously received scripts.

Main Achievements

- In early 2009, I was recommended by a friend who owned a video production company in the city of Campinas to Marketing Contemporâneo agency, which wanted to create a mascot for its in-house client TEMPO VEÍCULOS based on its logo that would be charismatic and attractive to the public.

- We then signed a contract, first for the creation of the character and a pilot video for approval by the Arcel Group's board of directors, which was immediately accepted, and another one-year contract was signed for the production of four vignettes and one complete 3D animation commercial per month according to the scripts received by the agency.

- The contract was renewed three times, and I produced over 60 pieces with the character that were aired on regional TV networks that covered the entire network. The greatest achievement was seeing how the brand spread among the general public, and the mascot became synonymous with the brand.

São Paulo - SP, Brazil
RPM PRODUTORA   October 2002 - July 2003
3D Animator and Generalist

The Company

- RPM is a company with over 25 years of experience in digital communication and with effective results for brands.

Main Responsibilities

- Develop 3D animations for advertising pieces, mascots, and create 3D illustrations for the web.

Main Achievements

- As an employee of RPM Produtora, my responsibility was to develop mascots and 3D animations in advertising pieces for web and TV.

- Always looking for innovations and tools that could improve productivity and help in the creative process, I had my first contact with Kaydara Filbox, focused on game development and bringing a series of innovations in terms of rigging and Motion Capture.

- I bought the software license and started studying to use it in new projects. Soon after the end of my contract with the company, they called me to conduct a training specifically for Filbox (now Motionbuilder), qualifying their employees for integration of the software with the Motion Capture system acquired from the Californian company, Phase Space, with an investment of US$120,000. RPM was the pioneer in Motion Capture in Latin America.

Grupo Multi Holding / Wizard Brasil   Campinas - SP, Brazil
Art Director   March de 1995 - June de 1998

The Company:

- Wizard Brazil is a language education company founded in 1987 by Carlos Wizard Martins in Campinas, São Paulo. The school's innovative and effective teaching method allowed it to grow quickly and become one of the largest language education companies in Brazil, with over 400 schools throughout the country.

- In 2013, Wizard Brazil was sold to the Multi Education Group, owned by entrepreneur José Carlos Semenzato, for about 2 billion reais. Under the new administration, the company continued to grow and expand its presence in the language education market, offering courses in various formats, such as in-person and online.

Main Responsibilities:

- Art director, material layout coordinator, illustrator, and final artist.

Main Achievements:

- In 1993, when Mr. Carlos Wizard started the first Wizard school that later became a franchise, I was hired for various projects as a freelancer to create illustrations and develop characters like Lizard, the first character for what would later be known as

Wizard Kids, an English language course for children. I was also hired to create the first illustrated covers for the language courses' book series. After a successful test with the painting of Endeavour, the space shuttle used in Book 1 of the English course, I went on to create all the illustrations for the various language courses, including English, Spanish, German, French, and Italian. All the illustrations were made using the airbrush painting technique, which I learned specifically for this work. The motto was to learn and do it with excellence.

- At Wizard Brazil, I was able to develop many production and illustration techniques, implementing new digital tools that emerged at the time, such as Corel Draw, Aldus Pagemaker, Photoshop, and hardware implementation for use in our art department. Among the main works, the highlights were the book covers for the language courses, including English, Spanish, German, French, and Italian. And also the illustration and coloring of the Wizard Kids' children's materials.

EDUCATION

Animation Mentor - Online School

San Francisco - CA - USA
Specialist in Character Animation
Start: December 2009
End: March 2011

FEFISO - Faculty of Philosophy of Sorocaba

Sorocaba - SP - Brazil
Bachelor of Arts
Start: August 1984
Unfinished Course
Professional Lectures and Awards

LECTURES AND COURSES

- Road Map of the Autodesk Maya Course in Workshops held in the cities of São Paulo, Campinas, Piracicaba, Limeira, Bauru, Jaú, Ribeirão Preto, Presidente Prudente, São José do Rio Preto
- At the headquarters of SENAC schools in these cities.

LESSONS

- May 2007 - Intermediate Autodesk 3ds Max course for teachers at SENAC-SP, course taught in 35 hours with a workload of 7 hours a day for 5 days.

- May 2008 - Intermediate Autodesk Maya course for teachers at SENAC-Campinas, course taught in 35 hours with a workload of 7 hours a day for 5 days.

- March 2014 to May 2014 - Transition course for teachers of the postgraduate course in games: Production and Programming. 64 hours of class time over a period of 3 months covering all the main tools of Autodesk Maya corresponding to Autodesk Softimage.

AWARDS AND NOMINATIONS

May 5, 1981, at TV Cultura de SP Paulo, I was awarded second place in the national "Students in Action" contest held by the Ação Super 8 program with the Stop Motion animation film "The Killer Noodle". By the Júlio Bierrenbach School in Sorocaba, São Paulo.