

Felipe Cruz

Principal Architect Engineer

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ABOUT

Based in Brazil; technical architecture and leadership for regulated US healthcare — product, compliance and scale under one scope. From system design to Brazil operations: I align teams, process and infra with what the business must ship. IC to VP at the same company; today focused on applied AI, data and architecture that survives audits and growth. Self-taught; long tenures. I optimize for clarity and outcomes over buzzword soup.

TECH STACK

Architecture: System Design, Software Architecture, Distributed Systems, Microservices, Monorepo, Clean Code, Technical Direction, Technical Decision Making

Frontend: JavaScript, TypeScript, React.js, Next.js, React Native, Redux.js, D3.js, jQuery, HTML/CSS, Webpack, Cypress, Playwright, Jest, Vitest

Backend: Node.js, Express.js, Python, Django, PHP, C, Delphi, ColdFusion, Shell Script, Bash, RESTful APIs

Databases: PostgreSQL, MySQL, SQL Server, Redis, Elasticsearch, MongoDB, SQLite3

DevOps: Docker, AWS, AWS S3, AWS EC2, AWS ECR, Cloudflare, Cloudflare R2, Git, GitOps, CircleCI, Linux, Datadog, CrowdStrike Falcon, Microsoft Entra ID, Windows Autopilot, Apple Business Manager, SAST, Penetration Testing

Leadership: Engineering Management, Operations Management, Team Building, Mentoring & Teaching, Agile (Scrum/Kanban), Project & Deadline Management, Asana, Documentation & Standards, Communication & Transparency

AI: Applied AI, AI Driven Development, AI Driven Specification, Agent-based Modeling, RAG Systems, LLMs, MCP

Data Warehouse: Fivetran, Snowflake, DBT, Superset, Data Pipelines, ETL

EDUCATION

Bachelor's in Philosophy

Federal University of Santa Catarina (UFSC)
2019 — 2020

Bachelor's in Information Technology

São Paulo State University (UNESP)
2012 — 2016

Technician in Computer Programming

Colégio Técnico Industrial "Prof. Isaac Portal Roldán"
2007 — 2009

LANGUAGES

Português — Nativo / Native
English — Fluente / Fluent

EXPERIENCE

Rx Redefined · Full-time · Remote · US

May 2019 — Present (6y 11m)

Principal Architect Engineer

Feb 2026 — Present (2m)

- AI-Driven Development culture: engineering processes, tooling and practices centered on AI
- Full data platform: Fivetran > Snowflake > DBT > Superset
- AI stack: conversational agents, RAG Systems, LLMs and MCP

VP of Technology & General Manager of Brazil

Jan 2025 — Jan 2026 (1y)

- Engineering + Systems + Infrastructure under my ownership (DevOps, SecOps, SysAdmin)
- 1,000+ devices: procurement through vendor-to-user delivery, pre-provisioned with Autopilot, Apple Business Manager and MDM; Entra ID for access
- Security: WAF, firewall, CrowdStrike Falcon, VPN

Head of Engineering & General Manager of Brazil

Oct 2022 — Jan 2025 (2y 3m)

- 1 > 15+ engineers, working independently
- Observability with Datadog, testing with Cypress and Jest
- Brazil operation: office, infra, systems; 70+ people across all departments (sourcing, interviews, recruiting, training)

Lead Engineer

Jan 2021 — Oct 2022 (1y 9m)

- Founded Frontend, Backend and QA departments
- CI/CD with CircleCI and containerization with Docker
- Agile processes: Scrum, Kanban and SDLC

Software Engineer

May 2019 — Jan 2021 (1y 8m)

- Foundational systems of the platform (still running today)

Freelance · Freelance · Florianópolis, SC

Jan 2017 — Jan 2019 (2y)

Freelance Web Developer (English)

- Interactive Data Visualization with D3.js
- SPAs with React.js and Node.js
- Mobile apps with React Native

JURID Publicações Eletrônicas · Full-time · Bauru, SP

Jul 2011 — Dec 2016 (5y 5m)

Software Engineer

- Case law crawlers and legal data processing
- Infra: Linux servers, firewall, hosting
- PostgreSQL, MySQL, Elasticsearch in production

Freelance · Freelance · Bauru, SP

Jan 2010 — Aug 2011 (1y 7m)

Freelance Web Developer

- Web systems with PHP, JavaScript and MySQL
- Desktop apps for Windows in Delphi

Atitude Comunicação · Internship · Lençóis Paulista, SP

Jan 2009 — Jun 2009 (5m)

Web Developer

- Dozens of institutional websites delivered
- WordPress, PHP and jQuery for dynamic sites

Correios e Telégrafos · Internship · Bauru, SP

May 2008 — Jul 2008 (2m)

Web Developer

- Internal web systems with ColdFusion and SQL Server