

RAFAEL O. MARTINS

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TECHNOLOGY EXECUTIVE/R&D/MOBILE

20 years of experience in digital games and mobile technology development across platforms and middlewares. Solid background in project and team management, R&D, and emerging technologies. Collaborate with executives to establish partnerships, lead projects, and define solutions for clients and partners. Managed cross-functional teams in product, programming, and design. Contributed to AAA gaming projects in Montréal, Canada, and completed advanced training on tools and middleware (2008, 2010, 2011).

Areas of Expertise

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|--------------------------|-----------------------------------|---------------------------------|
| • Digital Games | • Emergent Tech Research | • Project Management |
| • Client Software Design | • Team management | • Distribution / AppStore specs |
| • Platform Education | • Requirements analysis and Risks | • Tech Sales |
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PROFESSIONAL EXPERIENCE

Globant, São Paulo

2022 - 2024

Sr. Technical Director/Head of Gaming

Responsible for overseeing Brazil Gaming Studio and Latam partners.

- Collaborated on co-development, outsourcing, porting, and consultancy projects with AAA studios, including Electronic Arts, Warner Bros, Ubisoft, Epic Games, Phoenix Labs, and Riot Games.
- Managed the Brazil game studio team, focusing on mentoring, event organization, project oversight, career development, and technological innovation.
- Fostered collaborations and partnerships across company divisions—Gaming, Loyalty, Marketing, Recruiting, Staff, and Engineering—to develop and promote new products for cross-selling in both domestic and international markets.

FIAP, São Paulo

2016 - Present

MBA Program Professor

Professor of Mobile Game Development for the MBA in Mobile Technology at FIAP.

Cavylabs, São Paulo

2015 - 2022

CTO/Technical Director

Responsible for product development and technological strategies in gaming, applications, and innovation.

- Developed IPs, advergames, platform porting, corporate applications, and provided consultancy for startups and academia, focusing on iOS, Android, Windows, MacOS, and emerging platforms like OculusVR and Leap Motion.
- Managed budgets, resources, projects, and teams using agile methodologies (Hansoft).
- Engaged in R&D for emerging technologies and platforms.
- Delivered consulting and lectures for companies and universities in the digital games industry.

Hive Digital Media, São Paulo

2013 - 2015

Director of Technology/R&D and Mobile (Games and Applications)

Led the development of digital games, mobile applications, and martech projects (Ambev, P&G, Intel), while managing programming, art, game design, QA, and marketing teams. Established partnerships with manufacturers to drive innovation.

- Controlled budgets, resources, and metrics for cross-functional teams, working closely with the CEO on strategy and performance improvements.
- Implemented Hansoft and trained teams to enhance project tracking, time management, and efficiency.
- Directed Game Hero, the first national advergame in partnership with Intel, featuring modular architecture for scalability and multi-layer promotion.
- Founded the Mobile Apps division, defining standards and driving projects for companies like Ambev and Gillette, including Smart Mirror and R&D innovations for emerging platforms (Leap Motion, Windows Phone).

Electronic Arts, São Paulo and Montréal

2011 - 2013

Development/Engineering Manager (Worldwide)

Collaborated with EA Worldwide and studios in Bucharest, Montréal, and Los Angeles to manage middleware, define platform standards, and oversee project and team operations.

- Developed standards for Microsoft platforms, Smart TVs, and 2D frameworks (cocos2d-x).
- Coordinated with mobile strategic teams across studios to set goals, define technologies, and track projects.
- Contributed to titles like *Real Racing*, *FIFA*, *Scrabble*, and *Tetris* for Android, iOS, Windows, Xbox Live, and Freebox, managing production teams and ensuring functionality validation and updates to producers in the US and Canada.

Development Leader (EAi/OPM) (2009 - 2011)

Led the OPM production team, overseeing technical teams for Android and other platform development.

- Developed methods, performance optimization tools, and support systems for mobile classification, portability, testing, and distribution.
- Managed the redevelopment of *Bejeweled 2* (Android) using EAMT middleware, coordinating with EATech and handling documentation and project management.
- Directed the Handset Launch/Future Tech area, focusing on prototypes and emerging platforms (Qualcomm, Android, Bada, iOS), while hiring and training staff.

Senior Software Engineer (2008 - 2009)

Managed the porting and development of new features for EA titles worldwide, collaborating with internal and external teams.

- Contributed to *FIFA Soccer*, *Spore*, *Need for Speed*, *Dakar*, and *NBA Live*, including development of tools, features, and exclusive demos for Sony-Ericsson FIFA Phone.
- Led porting and post-production of AAA mobile titles for global markets, using proprietary frameworks and working on new handsets, embedded games, carriers, and subscriptions.

Skyzone Entertainment, São Paulo

2006-2008

Software Engineer/Project Leader

Contributed to production and post-production projects for national and international operators, working on titles for publishers like Namco, Konami, and MForma.

- Ported and developed 60+ games using Java, J2ME, Brew, and JavaGround for mobile platforms, carriers, and markets.
- Supported the porting and back-porting of seven titles in five months, collaborating with distribution teams to optimize the sales process by 30%.
- Reskin and co-development of titles for T-Mobile's Sidekick platform.

Delta, São Paulo

Desktop/Mobile Developer

2004 – 2006

Responsible for requirements analysis and modular system development in J2SE/J2EE/J2ME layers.

- Requirements analysis, creation of UML diagrams, and partial implementation of systems for various clients using Java/J2EE/J2ME and tools like Eclipse, JBuilder, and MIDP/CLDC.

TECH STACK

Languages: Java, C++, Objective-C, C#, Swift, Typescript

Platforms: Android, iOS, Windows, MacOSX, VR/AR, Nintendo Switch

Engines/IDEs: Cocos2d-x, Unity, LibGDX, Monogame, Visual Studio, Xcode

Platforms: Hansoft, Firebase, Heroku

ACADEMIC EXPERIENCE

Universidade Presbiteriana Mackenzie (2020)

PhD, Engenharia da Computação

GERP: Modelo de Avaliação Heurística voltado à Interação de Jogos Multiplataforma

Universidade Presbiteriana Mackenzie (2014)

MSc, Engenharia da Computação

Sistemas Especialistas e I.A. na Gestão e Produção de Jogos Digitais Multiplataforma

Universidade Presbiteriana Mackenzie (2007)

Bacharel, Sistemas de Informação

Processamento de Imagens utilizando J2ME e Dispositivos Móveis