

João Tonini

SOFTWARE & AI ENGINEER · PYTHON DEVELOPER

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"Excellence, then, is not an act, but a habit."

Summary

Current Software Engineering undergraduate (3rd out of 8 semesters) at the Federal University of Paraná (UTFPR), with a strong interest in Artificial Intelligence and its transformative impact on modern businesses. Passionate about leveraging AI to simplify complex problems, optimize processes, and unlock new strategic opportunities within organizations. Particularly interested in Python development and future Tech Lead roles, aiming to combine strong technical foundations with leadership skills to drive innovation and high-impact solutions. Continuously exploring emerging technologies and tools to build efficient, scalable, and forward-thinking systems.

Work Experience

RosaChock, Ltd.

Piraju, Brazil

MARKETING MANAGER & SOCIAL MEDIA

Dec. 2024 - Dec. 2025

- Developed and executed the overall marketing strategy for a retail clothing store, defining brand positioning, target audience segmentation, and communication tone across social media platforms.
- Managed and optimized social media channels (Instagram, Facebook, TikTok), creating content calendars, planning campaigns, and aligning seasonal promotions with audience engagement trends.

Certifications

2026 **Certification**, Generative AI & LLM Applications, DeepLearning.AI (Alura, 8 hours)

Online

2026 **Certification**, Career in AI Engineering: Foundations and First Steps (Alura, 16 hours)

Online

2025 **Certification**, HTML & CSS: Development Environments, File Structure and Tags (Alura, 8 hours)

Online

2025 **Certification**, HTML & CSS Development Track (Responsive Design, Mobile-First & Deployment) (Alura, 20 hours)

Online

Education

UTFPR (Universidade Tecnológica Federal do Paraná)

Cornélio Procópio, Brazil

B.S. IN SOFTWARE ENGINEERING

Mar. 2025 - Dec. 2028

- Passing first in the university entrance exam selection process.

Extracurricular Activity

AI Software Engineering Projects (Independent)

Piraju, Brazil

AI & SOFTWARE ENGINEERING PROJECTS (INDEPENDENT)

Jan. 2026 - Apr. 2026

- Developed an AI-powered review classification system that processes CSV product reviews, categorizes them into positive/negative/neutral, and identifies the underlying sentiment drivers using LLMs.
- Built a book registration system integrated with LLM APIs to automatically generate summaries, extract main characters, authorship details, and export structured CSV datasets.
- Studied and implemented Retrieval-Augmented Generation (RAG) concepts, integrating vector search pipelines for context-aware responses.
- Explored LangChain architecture for LLM orchestration, prompt engineering, and structured output generation.
- Developed Python-based automation scripts integrating APIs, SQLite databases, and environment-based configuration management.