

Bruno Orlandi

CTO | Senior Product Engineer | Forward Deployed Engineer

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I'm a software engineer, CTO, and founder with 13+ years of experience building digital products from zero to production. I do my best work close to customers: listening to the real pain, understanding the business context, and turning it into product decisions, architecture, integrations, and production code.

I care as much about the technical quality of the delivery as I do about understanding customer support tickets and the friction points that show where the product needs to improve.

I enjoy problems without ready-made answers: investigating, prototyping, validating with customers, and staying hands-on until an unclear need becomes a clear and useful solution. I'm looking for new challenges where I can help build products customers love, especially applied AI solutions.

EXPERIENCE

CTO — Beuni

Jan 2024 – Present · 2.5 yrs

- Lead a team of up to 4 across engineering and product. I set product direction and turn business needs into a prioritized roadmap the team ships against — building for both internal teams (sales, logistics operations) and the customers using our technology solutions.
- Work closely with enterprise customers — listen to their pains, scope requirements in context, and evolve the product to solve them, turning ill-defined needs into architecture, integrations, and shipped features.
- Built custom enterprise API integrations, guiding the client end to end through structuring the integration with our API — e.g., a Salesforce integration that triggers and tracks deliveries by business rules with no human intervention, cutting their operational shipping work by running the whole flow inside their own CRM.
- Led AI adoption company-wide. For the business: a pre-sales AI agent that recommends catalog products to customers, and an internal product-recommendation tool for the sales team. In engineering: drove adoption of Claude Code, Cursor, MCPs, and CodeRabbit, defining the team's standards for using AI.
- Shipped products end to end as product manager — Redeem Pages, enterprise API features, shipping analytics, and a shipment-tracking product — validated with customers and tuned on usage and retention; lifted retention and LTV, helping double the company's revenue (ARR) in two years as monthly shipment volume grew past 1,000. Also led a full migration off a legacy system, rebuilding Beuni's platform from the ground up.

Founder & CEO — Videomatik

Jan 2020 – Jan 2024 · 4 yrs

- As founder, led a team of 6 across product, engineering, motion design, and marketing.
- Built a B2B, API-first video-automation platform and worked directly with customers and partners on bespoke solutions (e.g., Electrolux); flagship "Spotify Wrapped"-style videos at scale. Ran several video-focused product experiments — some promising, including early AI bets — reaching a few dozen customers in total, but without a product-market fit worth continuing to invest in, so I chose to move on to new challenges.
- Led XPlay, a white-label Netflix-style streaming platform for movies, series, and podcasts: gathered requirements with the client and drove product, design, and prioritization. A 2-person team shipped Web, Android, and iOS in 4 months, reaching 10k users within months — contracted by enterprise healthcare clients AstraZeneca and Abbott.

Founder & CEO — Kassel Labs

Dec 2015 – Present · 10+ yrs

- Built the product and tech 0→1, bootstrapped from zero to 5-figure MRR: 1M+ videos for customers in every country, on a proprietary distributed cloud rendering system scaling to ~100 servers at peak. Still serving thousands/month, running almost autonomously thanks to AI-automated support.

Software Engineer — UPX, Logicalis, Icaro Tech

2014 – 2019 · ~5 yrs · 3 companies

- Early-career SWE: built a customizable real-time dashboards product (monitoring, big data, IoT), delivered on-site training to a client's team at a Network Operations Center, and migrated a legacy system's database architecture to a modern, higher-performance stack.

SKILLS

Engineering: web development (Node.js, JavaScript, TypeScript, React, Next.js); shipped native mobile apps too. Comfortable in any language or framework — with AI in the loop, the stack is rarely the bottleneck.

AI: Claude Code, MCPs, Codex, CodeRabbit, n8n, AI Agents

EDUCATION & MORE

BSc in Computer Science — University of São Paulo (USP), 2011–2015 · Portuguese (native), English (advanced) · 2nd place — Globo Hackathon (2017)