Lucas Lima
Sr. Innovation Solutions Architect

About Me

Sr. Solutions Architect and Innovation Technologist with a passion for Web 3 and Machine Learning (incl. Generative AI). I have a wide range of experience working with corporate innovation applying the "Lean Startup" framework, from designing and developing innovative solutions to managing and deploying them. I specialize in leveraging emerging technologies to solve complex problems and have a track record of successful driving results using hypothesis-driven experimentation. My goal is to help drive transformative change to make a positive impact on the lives of people through innovative technologies.

Contact Information

Location: St. Petersburg, FL - USA

Skills & Expertise

Professional Experience

Sr. Solutions Architect at Global Digital Innovation – Kimberly Clark

2021—Current

1- Generative AI Platform (Global)
Principal Solution Architect of the first Generative AI Platform for digital applications at Kimberly-Clark. Currently in use Chain and Marketing (rolling out to other functions).
Solution: A Global Generative AI Platform in a private network that utilizes foundational models to generate new con augmented generation (RAG) over corporate data, automate processes, and enhance productivity across various busi to streamline operations, foster innovation, and provide competitive advantages in the marketplace when connected solutions.
Tech Stack: OpenAI APIs / Kubernetes /Langchain / Azure AI Search / Cosmos DB / React JS.

2- Intimus NFT art festival (Latin America)
Idea co-owner and hands-on solution architect of the first marketing campaign utilizing NFTs for community building a strategy to build digital communities. festival-intimus.art.
Solution: (1) High-fidelity prototype for Customer Validation (Desirability - IDEO) using a Next JS front-end with Flowbit and EVM Smart Contract managed through ThirdWeb SDK; (2) MVP solution developed in collaboration with Women F Labs.
Tech Stack: ThirdWeb / Wagmi / Connect Kit / Alchemy / IPFS / NextJS / Azure.

3- Computer Vision Model and APIs (Global)
Solution architect and ML engineer to train a transformers model for classification of poop color, served through APIs front-end pilot application.
Solution: This initiative has 3 distinct architectures that have been developed to test different hypothesis and provid with specific needs. First version was developed in-house using a React Front-end, Azure serverless functions behind non-relational DB. Second version was built by a partner with computer vision expertise, which used images from our R& model and also provisioned a newer version of the front-end. Third version mocks up the machine learning model usi cut costs and reduce maintenance needs, priding very similar results. A in-house transformers model has also been trai from real consumers from the previous versions with very positive results.

4- "Proof of Achievement" Non-fungible Awards (Global)
Idea owner, solution architect, solidity engineer and product owner of an internal experiment to "de-risk" and show val to businesses and Global IT leadership. Award NFTs in 2022: "CIO Awards", "R&E Technical Excellence" and "Global Digi OpenSea.
Solution: EVM Smart Contract Factory deployed on Polygon (L2) to manage Smart Contracts (awards) with ERC1155 t
Tech stack: Hardhat / Alchemy / Piñata / Wallet Connect / React / Storybook / Web3.js / GraphQL / Azure.

5- "Point of View" (POV) on Metaverse (Global)
I discuss the potential of decentralized metaverse and blockchain networks, as well as the possibilities created by dec and non-fungible tokens. The POV article explores how these emerging technologies can be used to innovate and crea rations. By leveraging the reduced cost of verification and networking of non-fungible tokens and decentralized applica can create new revenue sources and better engage with consumers.
Solution: A point of view article presented to the CIO organization and the Global Digital Technologies Solutions orga of the concept Metaverse, diving into some of its building blocks and how the maturity of decentralized blockchain ne to a alternative proposal of what the Metaverse will be. It also looks at the functional role of crypto and non/semi-fun

Solutions Architect | Innov at SVIO – Global Nestle Innovation | Marketing, Sale

2018—2021

Refill+ Nestle Waters Smart Water Dispenser (Global)
Principal architect leading the redesigning of the global Nestle Waters Refill+ smart water dispenser for first roll out in assumptions and test initial hypothesis.

Nationalities and Languages

Brazilian and Portuguese Nationalities

- Portuguese (Native)
- English (Fluent)
- Spanish (Fluent)
- French (In progress)

Education

MIT School of Management

Executive Education in Management and Leadership

University of Sao Paulo

BSc, Computer Information Systems

Certificates

- **Blockchain Technologies: Business Innovation and Application** (MIT SLOAN - Tech & Operations)
- **Machine Learning in Business** (MIT SLOAN - Mgmt & Leadership)
- **Artificial Intelligence: Implications for Business Strategy** (MIT SLOAN - Mgmt & Leadership)
- **Questions Are the Answer: Creative Problem Solving, Innovation, and Change** (MIT SLOAN - Mgmt & Leadership)
- **Managing Machine Learning Projects-** (Coursera - Google Cloud)
- **AWS Solutions Architect Associate** (AWS – YEYZSPM-CPER1Q05F)

Solution: IoT water dispenser activated with a Mobile App and/or NFC bottles, integrated with AWS IoT Hub f headless eCommerce backend to handle orders, Drupal front-end and SAP asset management workflows. Se

“Blue Ears” Rapid Experiment (Global)
Idea-owner, solution architect and project manager of the rapid experiment using Industrial IoT Microphone sound of food processing equipment in factories in partnership with OneWatt.
Solution: Industrial IoT Microphone "E.A.R.S" integrated with a SENS-AI neural stack AI and APIs for corporat making.

"NEO" Rapid Experiment (Global)
Idea-owner, solution architect and project manager of the rapid experiment using an open source Mobile App help the crowdsourcing of images of Nestle coffee machines to compose a dataset for training a computer vis by our support chatbots.
Solution: Mobile app developed using Flutter (outsourced software developer) interacting with GCP APIs for i training using AutoML.

IT Project Manager at Nestle IT North America

2014—2018

Technical project manager, part of the Mobile Field Sales team, responsible for managing the global roll out o Sales teams in North America as part of the Sales Force Automation program in North America.

- Total Deployments: 7 Projects
- Users Affected: 6000+ Sales Reps
- People Managed: 15+

Volunteer Project|Product manager at Brasa Design

2014—2016

My expertise in project management, combined with my knowledge of digital technology and innovation, ha Project Manager and Product Manager for Brasa Design, a Web 2 creative design agency specialized in workin non-profitable organizations), providing consultancy and guidance to help them reach their goals. See their p

Achievements

Intangible Cultural Heritage Inventorying using Blockchain Networks

MIT SLOAN Primer

Cultural historical records lay the foundations for better understanding and dialogue between generations ar extreme importance to practitioners, researchers, and our society in general to find ways to document the pr heritage, ensuring the survival of its elements and traditions.
Article Link
Intangible Cultural Heritage Inventorying using Blockchain Networks © 2023 by Lucas Maia Souza Lima is licen 4.0 International

VIP Roundtable - Web 3, Metaverse & NFTs for Brands

Landmark Ventures + House of First

Participant of a roundtable discussing the how brands are leveraging Web 3, NFTs and the Metaverse concept ipants discussed topics such as the potential of the metaverse for brands, the use of blockchain-based non-fu of Web 3 for brands, and the potential of virtual stores, challenges associated with these technologies and th create new models and experiences.

CapoeiraViva.net

CapoeiraViva.net

An audiovisual historical archive of capoeira rodas and events around São Paulo, Brazil. The first and largets world. CapoeiraViva.net

Project Management Professional (PMI – 21117394)

- **SAP Sales and Distribution Consultant** (SAP – 0009476613)

⭐ Tech Skills

- **Front-End:** NextJS / Tailwind CSS
- **Back-end:** Node JS / Python / Hardhat / Solidity
- **DevOps:** YML Pipelines / Azure DevOps / Github Actions / Vercel
- **Cloud Architecture:** Azure / AWS / Terraform / Docker
- **Machine Learning:** RAG / Foundational Models / AutoML / Tensorflow / Keras
- **Dev Environment:** Unix (preferable) / Windows

Historia e Quadrinhos Podcast

🏛 *H&Q Podcast*

Launch of the project "Historia e Quadrinhos Podcast" with a group of historian teacher friends tht developed history using comics in Brazil. I was responsible for the Website and Social Media.

WordCamp St. Louis Speaker

🏛 *Wordpress.org*

Speaker at WordCamp St. Louis 2015 and 2016 on Managing WordPress projects.

Hobbies & Interests

Thank you very much for reading till this point! Please, reach out for a quick chat, I'm always willing to excha