

Contact

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Top Skills

Sistemas distribuídos

Banco de dados SQL

Injeção de dependência

Languages

Inglês (Full Professional)

Português (Native or Bilingual)

Certifications

Azure for Developers: Cosmos DB

Learning Kubernetes

High Intermediate English Course

Advanced English Course

William Augusto

Senior Software Engineer | Distributed Systems | .NET & Cloud Architectures | AI-Driven Engineering | Building Products in the AI Era

Londrina, Paraná, Brazil

Summary

Senior Software Engineer & Tech Lead with 20+ years of experience in software engineering, 16+ in .NET/C# development stack, cloud-native systems (AWS & Azure), and software architecture. Currently at Avalara, building scalable and compliant solutions. Passionate about AI engineering, applying Generative AI tools (Cursor, Windsurf, ChatGPT, Gemini CLI) to accelerate coding, enhance system design, and drive innovation in global projects.

Experience

Avalara

Lead Software Engineer

September 2024 - Present (2 years)

Londrina, PR

- Contributing to the modernization of a large-scale enterprise Property Tax platform following Avalara’s acquisition strategy, including migration initiatives from legacy .NET Framework environments to modern cloud-native architectures based on .NET Core and Kubernetes.
- Participating actively in medium- and long-term architectural decisions focused on scalability, maintainability, platform evolution, and modernization of enterprise-grade backend systems.
- Leading AI-assisted engineering adoption initiatives within the team, driving the usage of modern AI coding tools, workflows, and engineering practices. Recognized internally as an “AI Champion” responsible for knowledge sharing and technical enablement across the organization.
- Mentoring engineers through hands-on collaboration, technical guidance, problem-solving support, and engineering best practices in a highly collaborative international environment.

- Led proof-of-concept initiatives applying AI capabilities to Property Tax business workflows, contributing to future product innovation and operational efficiency initiatives.
- Contributing to the evolution of the platform toward new business models supporting consulting agencies managing assets on behalf of their customers, including adaptations across complex workflows such as Notices, Appeals, Payments, and Collections.
- Collaborating daily with distributed teams across the United States and Brazil, helping bridge engineering and business perspectives in complex product and technical discussions.

Neon

2 years 5 months

Staff Software Engineer

September 2023 - September 2024 (1 year 1 month)

Londrina, PR

- Worked across multiple strategic banking products, including customer growth, payroll loans, and credit card platforms, contributing to both technical delivery and product evolution in high-scale distributed systems environments.
- Acted as a hands-on technical leader focused on accelerating teams, removing delivery bottlenecks, mentoring engineers, and driving execution across complex initiatives.
- Led and contributed to critical backend initiatives involving distributed systems, event-driven architectures, APIs, observability, and cloud-native engineering practices.
- Collaborated closely with engineers, product managers, and leadership to improve technical decision-making, delivery efficiency, and engineering quality across multiple teams.
- Expanded technical and business knowledge by moving across different product domains, gaining broader experience in fintech operations, scalability challenges, and platform evolution within a fast-growing digital bank.

.Net Core Senior Developer

May 2022 - September 2023 (1 year 5 months)

Londrina, Paraná, Brazil

- Joined Neon after transitioning from a long-term founder/operator experience, quickly adapting to modern large-scale engineering environments, cloud-native architectures, and distributed systems practices.
- Contributed to the development of strategic banking products focused on customer growth and platform scalability using .NET, Kafka, Kubernetes, MongoDB, SQL Server, and event-driven architectures.
- Worked extensively with CI/CD pipelines, observability tools, automated testing, and DevOps culture practices within highly collaborative engineering teams.
- Built strong technical influence within the organization through hands-on problem solving, collaboration, mentoring, and consistent delivery, leading to promotion to Staff Software Engineer within a relatively short period.
- Strengthened expertise in scalable backend systems, software architecture, and technical leadership while operating in a high-performance fintech environment.

Message Center Tecnologia

Co-founder & Senior Software Engineer

January 2012 - April 2022 (10 years 4 months)

São Paulo

- Co-founded and helped scale a software company focused on large-scale communication and data processing solutions, serving enterprise customers through high-volume messaging and integration platforms.
- Architected and developed distributed systems responsible for processing terabytes of data and delivering 60–70 million e-mails and SMS messages per month using C#, SQL Server, AWS, and Azure technologies.
- Designed and implemented a highly configurable file-processing engine capable of supporting hundreds of heterogeneous file layouts through dynamic schema definitions, significantly reducing operational and development effort as the platform scaled beyond 500 mapped file types.
- Led the design, optimization, and maintenance of high-volume SQL Server environments (+2TB databases), focusing on performance tuning, reliability, and operational scalability.

- Contributed to the architecture and development of chatbot, SMS, and WhatsApp Business solutions, including the creation of an internal decision-tree engine for conversational flow orchestration.
- Acted across multiple areas of the business, combining hands-on software engineering with technical leadership, infrastructure operations, customer-facing discussions, and strategic product decisions in a fast-growing technology environment.

Bytebr Softwares

Owner / Senior Developer (Delphi and C#)

August 2011 - April 2013 (1 year 9 months)

Presidente Prudente

- Built a software for legal offices to monitor processes. Stack used: Delphi, C#, and SQL Server
- Creation of a process publishing information capture robot using Crawler technique and heuristics to detect process information within text blocks. That feature saved a lot of users working hours, by capturing information directly from court's websites.

Visioncom Tecnologia

Senior Developer / Manager

February 2002 - August 2011 (9 years 7 months)

Presidente Prudente (Brazil)

- Contributed significantly on architecting, programming, and maintaining a CRM Software Solution for Debt Collection agencies, that reached hundreds of users generating millions of transactions every day. Stack: Delphi, C# (webforms), and SQL Server.
- Done the performance tuning, architecture definitions, data modeling, and development using Delphi, C# language and SQL Server database.
- Along with my team, I contributed actively to deliver hundreds of integrations with third-party APIs, in particular Banks and service providers such as notary offices, dialers services, data processing, and SMS brokers (integration by capturing and sending files, web services, DLL's and API Rest)
- I established the documentation procedures at the company for creating and maintaining use cases and other useful documentation using SharePoint, and video tutorials, which became strategic for the team's growth in number and scale of services.

Education

Universidade do Oeste Paulista

Bacharel em Sistemas de Informação, Sistemas de Informação · (1999 - 2002)