

CRISTIANO MORAES DA SILVA

Lead Data Architect + AI Engineer | Microsoft Fabric & Foundry | Agentic Systems & Multimodal LLM Pipelines

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PROFESSIONAL SUMMARY

Lead Data Architect and AI Engineer with 20+ years in Business Intelligence and Data Engineering, designing production-grade data and analytics platforms for global enterprises across retail, energy, capital markets, and oil & gas — including Microsoft, BP, Petrobras, Lojas Renner, and Air Liquide. Deep expertise in Medallion Lakehouse Architecture (Bronze / Silver / Gold), Direct Lake semantic modeling, hybrid semantic search, and Python async pipelines. Currently leading the architecture of an agentic, multi-modal AI platform on Microsoft Fabric and Azure AI Foundry that automates Power BI legacy migration, achieving 87% mapping accuracy across 3,700+ semantic entities. Delivered a 75% infrastructure cost reduction on a recent US capital-markets Fabric migration. Microsoft Certified across Fabric Analytics, Azure Data Engineering, AI Fundamentals, and Power BI. Bilingual (Portuguese / English C1–C2).

TECHNICAL SKILLS

AI / Agentic Systems: Agentic AI Architecture, Multi-Agent Workflows, Microsoft Agent Framework, Azure AI Foundry, Azure OpenAI (GPT-5.2, GPT-4o, GPT-4o-mini), Azure AI Search (Hybrid HNSW + BM25 + Reranker), Retrieval-Augmented Generation (RAG), Vision LLMs, Multimodal Pipelines, Structured Output (JSON Schema), Prompt Engineering, Semantic Matching

Programming Languages: Python 3.11–3.13 (async, FastAPI, Pydantic v2), SQL, T-SQL, PL/SQL, KQL, DAX, M / Power Query, Scala, Bash

Data Engineering & Lakehouse: Microsoft Fabric, OneLake, Delta Lake, Direct Lake, Medallion Architecture (Bronze / Silver / Gold), Azure Data Factory, Azure Databricks, Azure Synapse Analytics, Apache Spark, PyArrow, ETL / ELT, SSIS

Databases: Azure SQL, SQL Server, PostgreSQL, MySQL, Azure Cosmos DB, MongoDB, Oracle, BigQuery, Sybase

Cloud, DevOps & Reliability: Microsoft Azure, Azure Data Lake Storage Gen2, Azure Functions, Entra ID, Azure DevOps, CI/CD, Git, OpenTelemetry, Tenacity, PyBreaker

BI & Semantic Modeling: Power BI (Direct Lake, Composite, Import), PBIP / PBIX, Row-Level Security (RLS), MicroStrategy, DAX, Kimball Dimensional Modeling, Star Schema, KPI Design

Methodologies: Agile / Scrum, DevOps, DataOps, MLOps, Technical Mentoring, Stakeholder Management, Architecture Decision Records

PROFESSIONAL EXPERIENCE

Lead Data Architect + AI Engineer — Upstart 13

United States — Remote (Brazil-based) | October 2025 – Present | Client: Microsoft (StarBase AI Assistant)

- Lead architect of StarBase AI Assistant, an agentic multi-modal platform on Microsoft Fabric + Azure AI Foundry that automates Power BI legacy migration across 9 business domains, 192 canonical tables, and 300+ measures.
- Designed and orchestrated 11 specialized LLM agents (Vision, Advisor, FieldMapper, DAX Developer, Data Engineer, and more) using Microsoft Agent Framework with parallel-graph workflows and Azure AI Agent Server adapters.
- Built multimodal ingestion pipelines generating canonical reports from images (GPT-5.2 vision), free text, and legacy PBIP definitions via custom report.json / page.json / visual.json parsers.
- Authored the Diagnostic Context Engine (DCE), a 3-phase architecture for grain-aware semantic matching with DAX rule extraction, top-N validation, and Gap Checker / Gap Creator agents for low-confidence scenarios.
- Engineered hybrid semantic search on Azure AI Search (HNSW + BM25 + reranker) with a 3-tier cascade, delivering 87.3% mapper accuracy across 3,700+ indexed semantic entities.
- Designed strict JSON-Schema structured outputs and a modular, versionable prompt-engineering system, decoupling agent behavior from code and eliminating fragile free-text parsing.
- Stack: Python 3.11–3.13, FastAPI, Chainlit, Pydantic v2, Delta Lake, Azure OpenAI, Azure AI Search, Cosmos DB, OpenTelemetry, Tenacity, PyBreaker.

Senior Azure Data Engineer — Luxoft

Palm Beach, FL, USA — Remote | March 2025 – October 2025 | Client: Lighthouse Partners / North Rock LLC (US Capital Markets)

- Led full migration of legacy SSAS / SSIS / on-premises analytics to Microsoft Fabric with Direct Lake — delivering a ~75% infrastructure cost reduction (USD \$24K/month → USD \$8K/month).
- Adopted Direct Lake for sub-second analytics directly over Delta tables, eliminating data duplication and refresh overhead.

- Re-architected ingestion and transformation pipelines using Azure Data Factory, Notebooks, and Delta Lake on the Medallion (Bronze / Silver / Gold) pattern.
- Partnered with capital-markets analysts to translate trading and portfolio requirements into performant Power BI semantic models.

Senior Azure Data Engineer — Elastacloud

London, United Kingdom — Remote | November 2021 – February 2025 | Client: BP

- Built the data lake powering DORA metrics dashboards across thousands of IT teams — ingesting commits, pull requests, branches, and pipeline events from Azure DevOps REST APIs into a Medallion Lakehouse on Azure.
- Designed and maintained Azure Data Lake Gen2 storage, Data Factory pipelines, and Databricks notebooks processing terabytes of structured DevOps telemetry.
- Delivered advanced Power BI dashboards exposing software-delivery KPIs (lead time, deployment frequency, change failure rate, MTTR) to engineering leadership.

Power BI Data Analyst & Migration Engineer — Meta IT

Kitchener, ON, Canada — Remote | August 2021 – November 2021 | Client: Air Liquide

- Migrated hundreds of legacy reports and dashboards (Tableau, OBIEE, QlikView) to a unified Power BI Lakehouse, building reusable mapping patterns later applied at enterprise scale.

BI Architect — DBC Company

Porto Alegre, Brazil | August 2015 – August 2021 | Clients: Lojas Renner, Petrobras, Avianca, Saque e Pague

- Led architecture and delivery of analytics & data platforms for top-tier Brazilian enterprises across retail, oil & gas, aviation, and fintech.
- Designed dimensional models (Kimball / star schema), MicroStrategy & Power BI semantic layers, and SSIS / Oracle PL-SQL / T-SQL ETL processes.
- Mentored junior consultants and acted as technical lead on multi-quarter strategic engagements.

BI Project Manager — DBC Company

Porto Alegre, Brazil | April 2010 – August 2015

- Managed Data Warehouse and BI delivery for Lojas Renner, Petrobras, and other large accounts; earned PMI PMP certification and delivered MicroStrategy implementations on time and on budget.

BI Analyst — NeoGrid

Porto Alegre, Brazil | December 2009 – April 2010

- Built Data Warehouse solutions on Microsoft SQL Server and SSIS supporting BI software for Walmart, Carrefour, and other major retailers.

ADDITIONAL EXPERIENCE

Co-Founder, WideIntelligence (2016–2019) — Wi-Fi marketing platform combining captive-portal customer capture with real-time targeted campaign delivery; grew to 20+ active clients before the business was sold.

CERTIFICATIONS

Microsoft Certified: Fabric Analytics Engineer Associate (2024)
 Microsoft Certified: Azure AI Fundamentals (2023)
 Microsoft Certified: Azure Data Engineer Associate (2022)
 Microsoft Certified: Power BI Data Analyst Associate (2021, renewed 2027)
 PMI Project Management Professional (PMP) (2013)
 MicroStrategy Architect (2010)

EDUCATION

MBA in Web Systems — UFRGS (Federal University of Rio Grande do Sul), Porto Alegre, Brazil (2002–2003)
 Bachelor's Degree in Computer Science — UFSM (Federal University of Santa Maria), Santa Maria, Brazil (1997–2001)

LANGUAGES

Portuguese — Native | English — Professional Working Proficiency (C1/C2) | Spanish — Conversational (B1)