Rodrigo Ribeiro

Full stack developer · Applied AI

I build software that ships and stays up: SaaS products, custom systems, customer service bots and AI agents in production. Today I develop Otto at Doti and run Ctrl R and Sites com IA do Zero.

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Santiago, Brazil · remote · UTC−3

R$ 15k	1,272+	3.5M+	30M+
Otto MRR in its first month	students in the course	businesses in the Lead Finder	views on X

Experience

Doti

Full Stack Developer · Otto

Aug 2026 – present / remote

I develop Otto, an AI head of content: it learns the voice of a person or brand, writes their posts for X, LinkedIn and Threads, the user approves, and Otto schedules and publishes them.

R$ 15k MRR in the first month · 100% organic, no paid ads · LLMs in production

Otto / end-to-end product

From back end to interface, with AI at the core of the product

- I build accounts, plans and billing, social publishing and LLM content generation.
- I own the AI side: how Otto learns a brand's voice, the quality of what it writes and the cost of each generation.
- Built the onboarding that reads a company's website and delivers its first week of posts ready to go.
- Built Otto for teams, with several people publishing under the same brand.
- Automated tests and review before every release reaches production.

Ctrl R

Founder · web development and applied AI

Oct 2026 – present / Santiago, Brazil

Studio for professional websites, custom systems and customer service chatbots. Fixed scope, deadline in the proposal, and the client owns the code. I run the whole project: briefing, design, development, launch and maintenance.

9 client sites live · 3 custom systems in daily use · client with 145k+ followers

Custom systems

The internal system the office uses every day

- Simões & Sudatti Advogados (law firm): CRM for clients, cases, fees and installments, replacing spreadsheets and WhatsApp.
- Heitor Leal Advocacia (law firm): runs the same CRM in its daily work.
- Leal Administradora: condominium management system with meetings, delinquency and finance.

Domine a Consultoria de Alimentos / @domineaconsultoria

Sales pages and web apps food consultants use every day

- Sales page for the Food Consulting Program, with videos, checkout and 28 students on the results wall.
- Domine App: 7 tools in a single web app, from proposals and pricing to diagnostics and pitch training.
- Lead Finder: a map of 3.5M+ businesses from Brazil's Federal Revenue registry, refreshed every month.

Professional websites and customer service

Doctors, dentists, lawyers and architects, found on local Google search

- Websites with local SEO, structured data and readiness for AI-driven search.
- WhatsApp bot for ad leads: replies instantly, quotes prices, books the down payment and hands off to a human when needed.

Sites com IA do Zero

Founder and mentor

Jun 2026 – present / online course

A course that teaches people who have never coded to build websites with AI, and the hard part: finding clients and closing the sale. Around it, I built the tools I wish I had when I started.

1,272+ students · 633+ in the community · 14 lessons · my own copy, design and code

Student tools

From the first lead to delivering the website

- Sites com IA Hub: subscription with website templates, skills, prompts and animations, with access tied to payment.
- Caça-Cliente: finds businesses without a website, from the map to a WhatsApp contact.
- Prospecting bot: reaches out to clients on WhatsApp, talks, negotiates and closes the sale.
- Open source management dashboard (MIT): clients, monitored sites, WhatsApp billing, PDF contracts and an AI assistant.

Earlier

Grupo Hospitalar Santiago

IT Support · Oct 2025 – Aug 2026 / Santiago, Brazil

Supported 300+ hospital users. This is where I sold my first website, to a doctor on staff.

Domine a Consultoria de Alimentos

IT, sales and finance · Mar 2024 – Sep 2025

Handled the company's IT, sales and finance. Domine's pages and tools started here and later continued through Ctrl R.

Brazilian Air Force

Enlisted service · Jan 2021 – Jan 2024

Freelance IT Technician

2016 – 2023

Maintenance, networking and support for 1,000+ local clients.

Projects in production

Otto

AI head of content: writes in the brand's voice, the user approves, and it publishes to X, LinkedIn and Threads.

SaaS · LLMs · Doti

otto.doti.gg ›

Management dashboard for website sellers

Open source CRM with clients, monitored sites, WhatsApp billing, sales funnel, PDF contracts and an AI assistant.

Open source · MIT

github.com/d1g4odev/painel-crm-sites ›

Lead Finder

Map of 3.5M+ businesses from Brazil's Federal Revenue registry, refreshed every month.

Web app · public data · Domine

buscaclientes.domineaconsultoria.com.br ›

Automated prospecting bot

Reaches out to clients on WhatsApp, talks, negotiates and closes the sale.

Automation · WhatsApp · AI

prospector.vendendosites.com.br ›

Sites com IA Hub

Subscription with templates, skills, prompts and animations, with Caça-Cliente built in.

Subscription · student area

hub.vendendosites.com.br ›

Domine App

7 everyday tools for food consultants in one web app: proposals, pricing, diagnostics and prospecting.

Web app · Domine

Applied AI

LLMs in production

Content generation, assistants and customer service, with human approval where it matters.

RAG

Answers grounded in the client's own data, not in what the model guesses.

Fine-tuning and evaluation

Tuning models and measuring quality before replacing what already works.

Agents and orchestration

Agent workflows and parallel teams of coding agents, with review and QA before every release.

Automation

Bots that serve and sell on WhatsApp, automated prospecting and routines that run on their own.

Performance

Cost, latency and reliability treated as requirements, not as a final tweak.

Technologies

Interface

TypeScript · Next.js · React · Tailwind · Vite · Three.js · GSAP

Back end and data

Node.js · Bun · Fastify · Express · Laravel · Python · PostgreSQL · Supabase · Redis

AI and automation

Claude API · AI SDK · OpenRouter · DeepSeek · MCP · n8n · WhatsApp Cloud API

Ship and maintain

Cloudflare Workers · Vercel · Docker · GitHub Actions · Stripe · Pix · PostHog

Education and community

B.S. in Computer Science

URI (Brazil) · in progress, expected 2027.

Languages

Portuguese (native) · English (intermediate, B1).

@devjuninho on X

Where I share what I build: 8k+ followers and 30M+ views.