

LUCAS BEATHYATE

CREATIVE TECHNOLOGY / PRODUCT / AI

FORWARD DEPLOYED ENGINEER

AI Product Builder & Creative Technologist

MONTEVIDEO / URUGUAY / REMOTE

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LINKEDIN / LUCAS BEATHYATE MASCHERINI

01 / PROFILE

Forward-deployed builder and creative technologist with 10+ years across visual production, marketing, product design and full-stack development. Works embedded with business and creative teams to diagnose high-friction workflows, translate ambiguity into scoped solutions, and move from rapid proof to deployment, measurement and adoption. Combines enterprise stakeholder fluency with hands-on AI workflows, automation, data products and API-driven systems.

WORKFLOW DIAGNOSIS / AI PIPELINES / RAPID PROTOTYPING / GOVERNANCE / ADOPTION / BUSINESS IMPACT

02 / EXPERIENCE

MARKETING MANAGER

JUL 2025 - PRESENT

UNIVERSAL ASSISTANCE / URUGUAY | FORWARD-DEPLOYED PRODUCT, AUTOMATION & AI FOCUS

- Owns Uruguay marketing performance while operating across marketing, sales, operations, IT, product and partner teams to identify bottlenecks and convert them into digital workflows.
- Defined a unified quotation and assisted-sales journey connecting product rules, discounts, CRM, payments, documentation and messaging; translates operational needs into implementation-ready requirements.
- Designed and shipped internal dashboards and rapid tools for campaign performance, customer feedback, agency operations and call analysis, enabling faster operational decisions.
- Introduced AI-assisted analysis and prototyping while maintaining human review, stakeholder alignment and practical adoption. Led marketing operations during 26.5% year-over-year revenue growth in H1 2026.

CO-FOUNDER & CREATIVE TECHNOLOGIST

2021 - PRESENT

LBM STUDIOS / MONTEVIDEO

- Leads end-to-end creative technology work across software, generative AI, photography and interactive experiences - from stakeholder discovery and concept through UX, implementation and launch.
- Builds rapid proofs and deployable experiences using full-stack development, APIs, AI-assisted coding and automation, connecting commercial goals with real operational constraints.
- Applies Adobe Creative Cloud, Firefly and Figma across creative production; designs workflows for asset generation, review, adaptation and activation with human creative control.

CO-FOUNDER & HEAD OF TECHNOLOGY

2024

COBROSWAP / CONVERSATIONAL COMMERCE

- Defined product and technology direction and supervised development of a WhatsApp-first conversational commerce platform.
- Moved from business requirements to live client operation in under three months; reached more than 50 active clients by the end of 2024.

03 / SELECTED SYSTEMS AND EVIDENCE

INTERNAL AI & DATA PRODUCT

DEX / Data Explorer

Designed an internal decision system where dashboards, reports and natural-language analysis share a governed data model. Product, UX, architecture and AI direction. Defined role-based access, strict validation, query controls and fail-closed behavior; core intelligence layer validated with 65/65 tests.

CREATIVE OPERATIONS

AI Content Workflows

Combines creative briefing, asset production, review, adaptation and activation with generative AI and human oversight. Uses Adobe Creative Cloud, Firefly and Figma, supported by prompt architectures, model comparison and repeatable quality checks.

ENTERPRISE WORKFLOW

One-Click Quote

Future-state operational flow for quotation, product rules, discounts, payment, documentation and assisted sales. Maps handoffs across commercial, product and technology teams and converts them into a single implementation model.

INTERACTIVE BRAND EXPERIENCE

UA Cinema Experience

A collective, choice-driven branded experience designed to turn waiting time into participation. Connects creative direction, interaction design, rapid web implementation and live-event constraints.

04 / CAPABILITIES AND TOOLS

AI / AUTOMATION

LLMs and prompt architecture
Claude / ChatGPT / Gemini
Agentic development / Antigravity
n8n / Make
AI workflow quality controls

PRODUCT / ENGINEERING

Workflow mapping / requirements
Rapid prototyping / UX systems
Angular / .NET
REST API integration
Dashboards / analytics / data products

CREATIVE TECHNOLOGY

Adobe Creative Cloud
Adobe Firefly - image and video
Figma with MCP integrations
Photography / visual storytelling
Interactive brand experiences

05 / EDUCATION AND PRACTICE

EDUCATION

BA Visual Arts - UCU
Full Stack Development - Senpai
Creativity & Art Direction - Brother
Social Innovation - PlayGround

LANGUAGES / PRACTICE

Spanish - Native
English - Advanced C1
Commercial, fine-art and documentary photography
Bologna exhibition / Nuevos Talentos 2017 finalist

I work best inside the problem: diagnosing, building and staying until the outcome is real.