Rikki Chandler

ArtiFxn

AI Implementation | Technical Integration | Builder | UX & Product Designer | Community Builder

Florianópolis, Brazil (remote, UTC-3) | rikki@artifexon.com | artifexon.com | linkedin.com/in/rikkichandler
British citizen | English (native) | Portuguese (upper-intermediate, B2) | Available for remote work on US and European hours

383
ENQUIRIES INTO A CLIENT'S CRM IN 2026

R$20M+
PROPERTY SALES THE SYSTEM HELPED CLOSE

900
MEMBERS IN THE COMMUNITY I FOUNDED

11,306
ONE-TO-ONE LESSONS TAUGHT

SUMMARY

AI implementation specialist and builder. I design, build and run the systems real businesses run on, then connect people to them: I integrate, fix what breaks and explain it so it sticks. In 2026 I took a licensed estate agency from zero website visits and zero web leads to 30,000+ visits a month, 383 enquiries and R$20M+ in property sales, on a seven-language site and CRM I designed, built and run. I take products through the whole cycle: idea, design, building front to back, integration, support, community and training. I founded a 900-member expat sports community and built the platform that now runs its organising, and built a UK GTA V roleplay community to No. 1 in the UK and 1,700 peak players in two months. Before software: award-winning film and live-broadcast director, 11,306 one-to-one lessons coaching people in tech, UX/UI design, IT support and B2B sales. Seeking a remote role in AI implementation, technical integration, solutions engineering, forward-deployed engineering or customer onboarding.

CORE COMPETENCIES

AI Implementation | Technical Integration | Solutions Engineering | Forward Deployed Engineering | Customer Onboarding | AI Agents | LLM Integration | Prompt Engineering | Workflow Automation | API Integration | Webhooks | SQL | PostgreSQL | Supabase | CRM | Lead Generation | Technical Support | Requirements Gathering | Stakeholder Management | UX/UI Design | Product Design | Figma | Community Management

SKILLS

AI: Claude Code, Codex, Cursor, Gemini; Anthropic (Claude) API, Gemini API, Cloudflare Workers AI; AI agents and multi-agent workflows; prompt engineering and system instructions; LLM cost control

Integrations: REST APIs, webhooks, JSON, third-party data feeds, transactional email (Resend), push notifications, payments (Pix), CRM data and lead attribution

Development: TypeScript, JavaScript, React, Next.js, Astro, HTML, CSS, SQL, PostgreSQL, Supabase, Firebase, Cloudflare Workers, GitHub Actions CI/CD, Playwright testing, Capacitor (iOS/Android), WordPress, Python (bots), Lua

Growth: SEO and organic lead generation, Google Ads, Meta Ads, conversion tracking and attribution, landing-page conversion, multilingual content

Design: UX/UI design, product design, Figma, user research, usability testing, wireframing, prototyping, design systems, brand identity, print production

People: Customer onboarding and training, mentoring and training new starters, requirements gathering, technical support and troubleshooting, B2B sales, recruiting and leading a 300-person volunteer team

WORK EXPERIENCE

AI Implementation and Product Lead (client engagement via Artifexon Design)

Rocks Investments, licensed estate agency | Florianópolis, Brazil | 2023 - Present

- Took the agency from **zero website visits and zero web leads** to **30,000+ site sessions a month** (52,000 at peak) and **web leads on most days** (0 a month in April-May to 43 in August 2026). All enquiries into the CRM rose from about 20 a month to about 60, **383 in 2026**, helping close **R$20M+ in property sales**. I replaced its WordPress site with a system I designed, built and run: a seven-language public site (PageSpeed 100) and a staff CRM that agents work from every day (Astro, Next.js, TypeScript, Supabase PostgreSQL, Cloudflare Workers; 300+ migrations, 80+ API routes).
- **Lead engine that never drops an enquiry**: forms and a WhatsApp/Telegram contact gate with a fallback capture path; bot and duplicate filtering in the database; auto-assignment to the listing's agent; nightly hot/warm/cold scoring; each lead matched to every listing; and a 15-minute escalation ladder with first-contact SLAs.
- **AI inside daily agency work**, behind one guard that logs every call's tokens and cost: Claude turns a developer's PDF price list into draft listings with a price diff, and WhatsApp chat screenshots into CRM notes with sentiment and next step; cost-routed translation into six languages (Groq, Gemini, Claude Haiku); an agent that researches search demand and writes a weekly article; Gemini cover images from real photos.
- **Self-running SEO, integrations and operations**: programmatic landing pages in seven languages; DWV and Órulo listing feeds rewritten to one content standard (published only at an AI review score of 80+); consent-gated attribution with server-side Meta and GA4 conversions for developer launches (e.g. SALT Praia Brava, November 2026); 55+ scheduled jobs, 285 test files and CI gates; hosting moved from Vercel to Cloudflare Workers, cutting its cost by about 85%.

Founder, Organiser and Platform Builder

Nomad Community (nomadfloripa.com, nomadvolleyball.com) | Florianópolis, Brazil | 2023 - Present

- Grew Florianópolis's expat sports community from four people at a game to a **900-member WhatsApp community** I still run, with 165 Sunday players, and built the bilingual platform that handles its organising: **109 accounts and 283 game sign-ups in its first five weeks**.

- **Automated the organiser's week**: waiting lists that offer a freed place to the next person with a pay-by deadline and move on by themselves; a Pix receipt inbox that fingerprints receipts so one transfer cannot pay twice; credit, refunds and give-my-place links; monthly billing; reminders and game-night push alerts; one-tap WhatsApp posts.
- **Fair games, no arguments**: football teams balanced by a snake draft plus swap optimisation on recency-weighted peer ratings and positions, with the night's schedule generated; nomadvolleyball.com runs tournaments end to end (entries, approval, pools, live scores, bracket).
- **Run with the members**: surveys and post-game notes become releases (the tournament rules came from a member survey), shipped near-daily. Firebase, 28 Cloud Functions, 323 test files.

Founder, AI Implementation and Product Builder

`Artifexon Design | Florianópolis, Brazil (remote; clients in Brazil, Germany and the UK) | 2023 - Present`

- **Quicklitrack**: shipped a skip-hire operations app for iOS and Android (Capacitor, Firebase, maps, Gemini). Across all projects I build by directing AI coding agents (Claude Code, Codex, Cursor, Gemini) under one instruction system I maintain, with shared skills, hooks and audits.

UX/UI and Product Designer (Freelance)

`Amicia Online Marketing and German agency clients, via Artifexon Design | Remote | 2023 - Present`

- **UX/UI design for German agency clients** (Amicia Online Marketing and others): about 40 websites for about 25 clients, designed in Figma within agency brand guidelines and handed over for WordPress builds, including Google Ads landing pages built to raise form submissions.

Founder

`KNG Estate and GOV Roleplay (UK GTA V / FiveM) | Remote | 2025 - 2026`

- **KNG Estate**: founded and built a UK roleplay community from zero. Two months of research playing with UK players, then **No. 1 in the UK within a month**, **1,700 players online at peak** (2,000-slot server), a **300-strong staff team** and **£50k a month in revenue** by month two.
- **The Gov, then GOV Roleplay**: designed and led The Gov, a shadow faction that ran the city's roleplay, then founded it as a spin-off server and built its technology: Lua (QBox) resources, a Tebex store and VIP panel, and an AI economy director.

English Coach for Tech Professionals (Self-employed)

`Preply | Remote | 2020 - Present`

- Built a one-person coaching business from November 2020: **11,306 lessons with 750 students**, Top 5% of English tutors, Super Tutor (9/9 criteria), 5.0 from 205 reviews and 70% trial-to-client conversion. Mostly developers, designers and product people.
- **Chosen by Preply to train new tutors**: because of my conversion results, the platform paired me with new teachers to coach them on attracting, converting and keeping students.

Documentary Maker, Director and Producer

`Independent production business | London, UK, Italy and Brazil | 2014 - 2019`

- Ran my own production business: documentaries, music videos and brand films in the UK, Italy and Brazil. Wrote, directed and shot *The Sleeping Beauty* (LA Film Awards Best Cinematography, 2017); **25+ festival awards**, Cannes Short Film Corner and 2M+ YouTube views. Clients included Trinity Entertainment (Universal/Decca) and Tempus Magazine.

Live Broadcast Director

`Kensington Temple | London, UK | 2015 - 2019`

- Directed and vision-mixed live broadcasts of up to 13 hours: real-time systems where nothing can fail on air. Led camera, sound and lighting crews and trained new operators.

EARLIER EXPERIENCE

Technical Support Analyst | `Computacenter | Milton Keynes, UK | 2011 - 2012`
First-line inbound IT support: logging, triage, remote fixes and escalation.

Telesales and Business Development Advisor | `Retail Merchant Services | Milton Keynes, UK | 2012 - 2013`
Top-performing salesperson on the outbound B2B team: up to 200 calls a day, selling card-payment services.

Sales Associate, Luxury Menswear | `Harrods (2015 - 2017), Selfridges and Moss Bros (2013 - 2015) | London, UK`
No. 1 in sales among part-time associates; high-value client sales for brands including Valentino, Balmain and Brioni.

EDUCATION

BSc (Hons) Film and Television Production | `University of Greenwich, London | 2013 - 2016`

Advanced Apprenticeship, IT and Telecoms (Distinction) | `Zenos Microsoft IT Academy, Milton Keynes | 2010 - 2011`

OCR Level 2 National Certificate in ICT and Business | `Milton Keynes College | 2009 - 2010`

CERTIFICATIONS

Google UX Design Professional Certificate (Coursera, 2023) | CompTIA A+ | Microsoft MCTS and MCITP

VOLUNTEERING AND COMMUNITY

Photography teacher for favela children, Niterói and Recife (2018 - 2019); Duolingo Global Ambassador (2021).