

Marcio Massuci

WEB DESIGNER / GRAPHIC DESIGNER / DIGITAL ENTREPRENEUR / GENERATIVE AI & PROMPT ENGINEERING

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VIEW WEB DESIGN PORTFOLIO

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Client Testimonials

⇩ DOWNLOAD RÉSUMÉ (PDF)

SPECIALTIES

Development

HTML5 · CSS3 · JavaScript · PHP · AJAX · Python

SEO & GEO

Technical SEO · Local SEO · Generative Engine Optimization (GEO) · Answer Engine Optimization (AEO) · AI Search Visibility · Schema.org / JSON-LD · Google Search Console · Google Business Profile · Information Architecture

Design & Marketing

Photoshop · CorelDRAW · Visual Branding · Instagram Management · Google Ads · Paid Traffic

AI & Infrastructure

IA Generativa & Prompt Engineering · AI Integration · Cloud Hosting

LANGUAGES

Portuguese	Native
English	Intermediate Business English

PERSONAL DETAILS

BORN	Aug 20, 1975 · 51 years old
MARITAL STATUS	Married
CHILDREN	1 child

PROFESSIONAL RESUME

25+ years turning businesses into a high-impact digital presence.

Entrepreneur and web developer with over 25 years of experience in the Brazilian digital market. Founder and creative director of **WEBX**, one of Curitiba's most recognized web development agencies — built on 100% original, clean, hand-written code, with no WordPress or page builders, and praised by clients themselves for its quality, agility and technical excellence.

Thousands of websites delivered so far, with dozens of active clients featured prominently on Google and in AI-powered searches, plus one of the highest volumes of genuine Google reviews among agencies in the industry. He combines strong front-end technical skills with a graphic designer's eye and a strategic digital marketing mindset, bringing together three disciplines that rarely coexist: **code, visual creation and performance**.

He also works as an AI Integration & Prompt Engineering Specialist, crafting prompts and integrating artificial intelligence into both the development process and the experience of the websites delivered, with advanced expertise in cloud hosting, visual branding and UX best practices always focused on results.

Along the same lines, he specializes in paid traffic on Google Ads and Instagram, running acquisition campaigns whose targeting, creatives and performance optimization are fully integrated with AI-driven solutions — combining paid media and AI to maximize clients' reach, conversion and return on investment.

25+	1000s	15+	100%
Years of experience in the digital market	Websites built throughout his career	Market segments served	Original code — no WordPress or page builders

01 Professional Experience

Founder & Creative Director

WEBX Web Development — webxsites.com.br · CNPJ 08.049.327/0001-60

2000/2001 — Present · Curitiba, Brazil

- Founded and leads WEBX, CNPJ: 08.049.327/0001-60, a reference in Curitiba for 100% custom hand-coded websites in HTML5, CSS3, JavaScript, PHP and Python, with no use of WordPress or page builders.
- Delivered thousands of projects throughout his career, with active clients ranking prominently on Google and on AI-powered search engines.
- Directly responsible for complete technical SEO (meta tags, Schema/JSON-LD, information architecture) and for GEO (Generative Engine Optimization) strategies to position clients within AI-generated answers as well.
- Specialist in paid traffic on Google Ads and Instagram, running AI-optimized acquisition campaigns, advanced WhatsApp conversion tracking and Google Tag Manager integrations.
- Creates visual identities and graphic artwork in Photoshop, and manages Instagram social media for both the agency and its clients.
- AI Integration & Prompt Engineering Specialist, integrating artificial intelligence tools directly into the development process and into the features of delivered websites.
- Responsible for the agency's cloud hosting infrastructure, ensuring performance, security and availability.
- Built one of the largest volumes of genuine Google reviews among agencies in the industry, backed by strong, spontaneous client recognition.

02 Education

CS50's Web Programming with Python and JavaScript — 2026
Harvard University

Postgraduate Degree in Artificial Intelligence for Developers — 2026
UTP — Universidade Tuiuti do Paraná

Postgraduate Degree in Game Design — 2019
Universidade Positivo

Visual Arts — Computer Graphics — 2000 – 2005
UTP — Universidade Tuiuti do Paraná

03 Published Articles & Research

IA muda buscas e cria nova disputa pela visibilidade das empresas — Portal IG
Article published on Portal IG

What turns visits into opportunities — Estado de SP · 2026
Article published on Portal Estado de São Paulo

04 Memberships

ACM — Member
Association for Computing Machinery

ABRIA — Member
Brazilian Association of Artificial Intelligence

Abranet — Member
Brazilian Internet Association