



# Filipe Melo

> AI Transformation Lead · Zurich

Nearly two decades shipping software. Now I help organisations move AI from experiments into everyday work, with governance built in.

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2007

founded my first web company

CAS

Generative AI, University of Zurich

9

companies in Portugal & Switzerland

3

languages: PT · EN · DE

## // profile

I started building for the web in 2007, when I founded a small web company in Porto. Since then I've shipped production software for Betfair, Numbrs, UBS, SIX, Sanitas, Suva and PostFinance, moving from developer to team lead to head of development along the way.

Today I'm the AI Transformation Lead for PostFinance's Online Banking & Digital solution team. I build the community, structures and governance that let people use AI well in their daily work. I know what AI changes in software work because I've spent nearly two decades doing that work.

## // how I lead AI transformation

### Enablement over evangelism

Communities of practice where people learn from each other's real use cases, not slide decks that sell AI.

### Practice over theory

A lab-based approach: experiment with, validate and refine use cases before they reach production.

### Structure over ad-hoc experiments

An AI Board with a clear information and decision flow, so good ideas get decided, documented and scaled.

### Governance-backed innovation

Responsible, consistent use of AI that holds up with compliance, security and the business, designed in from day one.

## // career

2026 - today

### AI Transformation Lead

PostFinance · Solution Team Online Banking & Digital · Zofingen

- Focal point for applied AI across the solution team, connecting business units, IT and governance bodies.
- Build and run the AI Community of Practice to share knowledge, align approaches and scale adoption.
- Run the AI Board's information and decision flow: coordination, documentation and decision support.
- Set up a lab-based approach to experiment with, validate and refine AI use cases.

2023 - today

### Senior Frontend Developer

PostFinance · Zofingen & Bern

- Build complex features for PostFinance's e-banking frontend in Angular and TypeScript, covered by Jest and Cypress tests.
- Code reviews and mentoring for junior developers; performance, responsiveness, and security and compliance for sensitive customer data.
- 2023-24, as a contractor in Bern: built and migrated internal software for credit and debit card issuance.

2017 - 2023

Senior Frontend Developer (Contractor)

Suva · Lucerne

— Six years building Angular applications for Suva, Switzerland’s largest accident insurer.

2015 - 2017

Senior Frontend Developer

Valtech · Zurich

— Led frontend work for SIX Group, Sanitas and Suva, from analysis and architecture to implementation.

— Reworked the hiring process and built internal tools; coached and trained colleagues.

— Member of the Branding & Culture Group: organised internal events and helped shape company culture.

Earlier career

2007 - 2015

2014 - 2015

Head of Development · INDIE Digital AG, Zurich

Led a team of two developers and two designers; shipped an online karaoke machine and an interactive engraving tool.

2013 - 2014

Senior Frontend Developer · EPAM Systems, Zurich

Frontend for UBS Structured Products Investor, a platform for tailoring, quoting and trading cross-asset structured products; mentor to the project team.

2013

Senior Frontend Engineer · Numbrs, Zurich

Introduced Scrum in place of waterfall and architected the hybrid mobile banking app (AngularJS, PhoneGap). The company went on to raise CHF 7.7M in Series A funding.

2012 - 2013

Frontend Engineer, Site Reliability · Betfair, Porto

UI performance and security for the world’s largest online betting exchange; member of Betfair’s Performance Champions and Security Champions.

2010 - 2012

Team Lead & Senior Developer · Memória Visual

Team lead on Autoviva.com, a social network for car enthusiasts that took 1st place at the W3 Awards 2011.

2007 - 2010

Founder · NRG Provider, Lda, Porto

Founded and ran a four-person web company building online solutions and running its own hosting services.

// education & certifications

2025

CAS in Generative AI

University of Zurich, Executive Education

2008 - 2011

Bachelor’s degree in Multimedia Engineering

ISTEC · final grade 16/20

2001 - 2006

Computer Engineering (3 years completed)

Instituto Superior de Engenharia do Porto

1999 - 2006

Technical diplomas in graphic design (top of class), web design, computer networks and CAD/CAM.

|                                   |                     |
|-----------------------------------|---------------------|
| Building with the Claude API      | Anthropic · 2026    |
| Introduction to Agent Skills      | Anthropic · 2026    |
| AI Fluency for Educators          | Anthropic · 2026    |
| Claude Code in Action             | Anthropic · 2026    |
| Google AI Essentials              | Google · 2024       |
| Design Thinking                   | IBMI · 2020         |
| Digital Transformation            | IBMI                |
| Spring Boot                       | ZfI · 2020          |
| Certified SAFe® 4 Practitioner    | Scaled Agile · 2019 |
| Fundamentals of Digital Marketing | Google              |

// skills & languages

AI strategy & governance, Generative AI, Agentic AI & Claude, Change & enablement, Community building, Angular & TypeScript, Frontend architecture, Agile & SAFe, Design thinking, Mentoring & hiring

Portuguese

native

English

full professional proficiency

German

professional working proficiency

// writing

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