



Gabriel Salles

Healthtech SaaS Builder · Clinic Practice Management with 451/451 Tests, 8-Role RBAC & Audit Trail · Android App on Google Play

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SUMMARY

Product builder for healthcare practices who designed, built and operates Clinicafy, a multi-clinic practice-management SaaS (records, scheduling, exams, prescriptions, TISS/TUSS codes, inventory, finance) with 8-role RBAC, an LGPD-oriented audit trail, a security CI gate with multi-tenant isolation tests, 451/451 passing tests and a public Android app on Google Play. Extended the same approach to nutrition (NutriFoco) and personal-training practices (TrainerPro). Combines 12 years of project and quality discipline (ISO 9001, ISO/IEC 17025) with AI-augmented delivery, keeping architecture, review and QA in his own hands.

KEY NUMBERS

Clinicafy: 451/451 passing tests; 8-role / 14-permission RBAC with audit trail
Public Android app on Google Play

Security CI gate on pull requests with multi-tenant isolation tests
70+ products live; 1,144 commits (19%) with declared Claude co-authorship

SKILLS

Healthtech / Digital Health Product: Practice-management SaaS, Electronic medical records, scheduling, exams and prescriptions, TISS/TUSS (Brazilian health billing codes), Patient portal, Product discovery and rapid prototyping

Privacy, Security & Quality: Server-side RBAC and audit trails, LGPD-oriented privacy for health data, Multi-tenant data isolation, Security CI gate, Automated testing (Vitest, Playwright), Quality management (ISO 9001)

Billing, Mobile & AI: Subscription billing and checkout (Stripe, Mercado Pago), Android app on Google Play, Android TWA, MCP server with OAuth 2.1 for AI assistants, AI transcription and note structuring (Workers AI), Claude Code and Codex (human-reviewed)

Engineering: TypeScript, React, Express, Prisma, MySQL, Hono, Cloudflare Workers/D1/R2/Hyperdrive, Firebase Auth

EXPERIENCE

AgenciAR Marketing Digital · Owner & CEO

2019–Present

Digital marketing and web agency for SMBs; own company and home of the independent product line, run alongside the role below · Rio de Janeiro, Brazil

- Leads strategy, team, client portfolio and finance; built over a dozen client projects since Nov 2025.

INDEPENDENT PRODUCTS (DEC 2025–PRESENT)

- Designed, built and operates Clinicafy, NutriFoco and TrainerPro, practice-management SaaS for clinics, nutritionists and personal trainers, plus MentePrumo, a mental-health vertical derived from Clinicafy; owns architecture, security, payments, QA, releases and operations.
- Treats health-data privacy as a product decision: server-side RBAC with invitations and audit trails, multi-tenant isolation tested in CI and encrypted transit to MySQL via Cloudflare Hyperdrive with a pinned CA.
- Implemented subscription billing and checkout with Stripe and Mercado Pago and shipped Clinicafy's Android app to Google Play; also launched Brasil Pedidos, Zap Mágico and LegiRJ.

HotéisRIO / SindHotéisRIO & ABIH-RJ · Marketing & IT Coordinator (Digital Products, Data & Platforms)

2019–Present

Rio de Janeiro's city hotel union and state hotel association · Rio de Janeiro, Brazil

- Built and operates most web apps launched by the associations since Nov 2025 (40+ live), including the official Member Portal and the Zoho CRM + D1 system.
- Rebuilt the hospitality Job Board on Azure (App Service, PostgreSQL, private Blob Storage for résumés, Azure OpenAI) with RBAC and Langfuse tracing.
- Designed 3 MCP servers (OAuth 2.1 + PKCE, quotas, personal data stripped from every response, 27 tools) for querying institutional data from AI assistants.
- 2019–2024: ran marketing, websites, CRM, occupancy surveys and member events for both entities.

Materials engineering consultancy with ISO 9001 and ISO/IEC 17025 testing labs · Rio de Janeiro, Brazil

- Supported ISO 9001 and ISO/IEC 17025 certification; ran project management and PCP from proposal to customer-satisfaction survey.
- Rolled out the Alterdata ERP and a SharePoint/Office 365 intranet with staff training; owned all IT, including security, backup and recovery.

SELECTED PROJECTS

Clinicafy www.clinicafy.com.br

Multi-clinic practice-management SaaS.

TypeScript · React · Express · Prisma · MySQL · Cloudflare Hyperdrive · Firebase Auth

- CI gate with dependency audit, typecheck and multi-tenant isolation tests; 451/451 passing tests after the RBAC admin panel.
- OAuth 2.1 MCP server (client registration, PKCE, consent) for ChatGPT and Claude connectors.

NutriFoco nutrifoco.com.br

Practice management for nutritionists: patients, scheduling, records, meal plans and a patient portal.

TypeScript · React · Hono · Cloudflare Workers/D1/R2 · Firebase Auth · Stripe

- Rewritten from Express/MySQL on Vercel to Cloudflare Worker + D1 + R2 (3 Workers, including its own MCP server), with exam uploads and recurring billing implemented.

TrainerPro

SaaS for personal trainers with a student mini-site.

React · TypeScript · Cloudflare Workers/Pages/D1 · Android TWA

- Multi-tenant data in D1 and a PWA front end, with the Android TWA build updated to Google Play's targetSdk 36 requirement.

MentePrumo

Mental-health vertical derived from Clinicafy for psychologists and psychiatrists.

React · TypeScript · Cloudflare Workers/D1 · Workers AI

- Voice session transcription and AI-structured clinical notes at the edge (Whisper + Llama on Workers AI).

EDUCATION

Technologist Degree in Marketing (Tecnólogo, 2-year undergraduate degree) · Online

Centro Universitário IBMR (Ânima Educação) · 2024–2026 · Completed

LANGUAGES

Portuguese — Native

English — Advanced

Spanish — Basic