

DEBORA KAZ

Debora Camargo de Carvalho Pinto

Visual Artist | Creative Technologist | Art Direction | Digital Systems Development | Generative AI

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PROFILE

Visual artist, creative technologist, art director, and researcher working at the intersection of contemporary art, digital systems development, generative AI, systems architecture, and immersive experiences. Develops projects from concept through implementation, bringing together visual language, functional architecture, content, interfaces, workflows, and user experience. Her background spans over two decades of artistic and audiovisual production, corporate experience in technology at Vivo, art direction, cultural production, research in virtual worlds, and independent AI practice. In 2026, she founded Studio Débora Kaz, a 3D virtual art platform scheduled to open publicly in December, and leads Lux Visual Lab, focused on visual direction, creative technology, and AI-enabled solutions. She combines systems thinking and artistic expertise to turn complex challenges into clear, functional, and culturally informed systems, images, experiences, and narratives.

AREAS OF EXPERTISE

- Digital systems and product development: functional architecture, requirements, workflows, prototyping, automation, and integration of AI, 3D, audio, and interactive experiences.
- Creative technology and generative AI: research, creative direction, tool evaluation, workflows, characters, avatars, video, images, text, and sound.
- Art direction and visual systems: concepts, visual language, storytelling, identity, audiovisual production, presentations, and digital experiences.
- Systems architecture and R&D: needs assessment, solution design, roadmaps, documentation, proofs of concept, and communication between technical and executive teams.
- Digital contemporary art and virtual environments: artistic practice, curating, exhibitions, installations, spatiality, avatar-mediated presence, and experience design.
- Research and writing: curatorial texts, articles, artist statements, scripts, cultural projects, conceptual documentation, and analysis of technology and culture.

PROFESSIONAL EXPERIENCE

Studio Débora Kaz

Founder, Artistic Director, Curator, and Platform Developer | 2026–Present. Independent contemporary art platform conceived as a social, navigable three-dimensional environment accessible directly through a web browser. It brings together exhibitions, research, archives, publications, and encounters, investigating digital

space as an integral part of artistic language. First public exhibition cycle, Vestígios, scheduled to open on December 17, 2026.

- Conceptualization and development of the platform as a digital product: functional architecture, requirements, content structure, navigation, visitor experience, and administrative tools.
- Design and iterative development of a dedicated 3D environment editor, including object and artwork management, spatial parameters, lighting, materials, effects, and scene composition.
- Iterative development of interaction and presence features, including avatar-based navigation, public and reserved access, chat, audio, exhibition areas, and a multilingual interface, using AI-assisted workflows and web/3D technologies.
- Artistic and curatorial direction: visual language, exhibition architecture, relationships among artwork, sound, distance, movement, and memory; exhibition programming and artist selection.
- Coordination of research, prototyping, testing, documentation, deployment infrastructure, partnerships, and institutional sustainability. Integrated technical, visual, and curatorial decision-making in support of the platform's ongoing evolution.

Lux Visual Lab

Founder | Visual Direction, Creative Technology, and AI | 2026–Present. A visual direction and creative technology lab developing visual systems, content, digital experiences, and AI-enabled solutions for brands, products, professionals, and cultural initiatives.

- Development of concepts, visual languages, references, atmospheres, image systems, and consistency guidelines for brands and projects.
- Creation and art direction of AI-generated imagery for marketing communications, social media, campaigns, presentations, products, and launches.
- Development of short-form videos, brand characters, visual avatars, and narrative identities.
- Assessment of visual communications, with attention to coherence, hierarchy, positioning, perceived value, and aesthetic continuity.
- Consulting and mentoring in visual AI, focusing on autonomy, methodology, refinement, curation, and professional use of creative tools.
- Conceptualization and structuring of digital systems, services, and products, including budgeting and financial tools, email and communication systems, course platforms, client portals, advertising video-production automation, requirements, workflows, and prototypes.
- Ongoing research into tools, creative workflows, and integrations between AI, visual direction, audiovisual production, and strategy. Transforming isolated images and fragmented processes into coherent visual and digital systems with direction, clarity, consistency, and perceived value.

Sala Vibrante

Cultural Writer | July 2026–Present

- Writing articles for Sala Vibrante, a Lide.Text editorial project focused on digital art, artificial intelligence, culture, behavior, and visual communication.
- Developing editorial topics and analytical pieces examining relationships among technology, creativity, identity, and society.

Vivo, Telefônica Brasil

Systems Architecture Consultant | August 2023–July 2026. Cross-disciplinary work in a corporate telecommunications environment, connecting functional architecture, research and development, technical communication, digital experiences, and emerging technologies. Contributed to conceptual planning for technology initiatives, requirements organization, documentation, and strategic materials for technical and executive audiences.

- Organized and communicated complex technical information through workflows, diagrams, executive presentations, conceptual documentation, and decision-support materials.
- Contributed to the definition and refinement of requirements, project stages, workflows, and proposals for digital initiatives in collaboration with technical and multidisciplinary teams.
- Supported research, planning, and conceptual evaluation of solutions involving generative AI, creative automation, immersive experiences, XR, avatars, and emerging technologies.
- Structured technical and visual narratives for proofs of concept, R&D planning, and communication across specialist teams.
- Planned workflows and production stages for digital, visual, and audiovisual deliverables, including schedules, reviews, and approval processes.
- Translated business and technology needs into clear representations and actionable materials, emphasizing functional coherence, visual language, and audience needs.
- Collaborated with technology, innovation, and communications professionals to consolidate documents and presentations for executive and technical stakeholders.
- Conducted applied research and developed conceptual proposals concerning innovation, interfaces, digital experiences, and technology communication.

Responsibilities and competencies are described at a general level in accordance with confidentiality obligations covering corporate projects, data, systems, and internal information.

Art Experience

Founder, Gallery Director, Curator, Visual Artist, and Virtual Worlds Researcher | June 2022–Present. An independent contemporary digital art gallery and creative space in a 3D virtual environment, dedicated to creating, curating, producing, and presenting exhibitions, installations, virtual-world photography, video, sound art, and immersive experiences. Research developed through Art Experience informed the creation of Studio Débora Kaz.

- Founded, developed, managed, and provided artistic direction for a virtual gallery showcasing artists, original projects, and experimentation with image, space, sound, and technology.
- Curated exhibitions and supported artists through artwork selection, conceptual development, exhibition layouts, installation, and communication.
- Developed 3D environments, digital installations, scenography, temporary architectures, narrative pathways, and spatial experiences for avatar-based visitors.
- Directed the aesthetics of environments, lighting, framing, scale, artwork placement, visitor movement, and the relationship between image, sound, and space.
- Researched art in virtual worlds, the metaverse, avatar-mediated presence, digital embodiment, spatiality, immersion, and new modes of exhibiting and experiencing art.

- Produced curatorial writing, concepts, artist statements, presentation materials, and exhibition and installation documentation.
- Created and exhibited original works in 2D and 3D, digital photography, video, synthetic imagery, AI, and immersive installations.
- Collaborated with Brazilian and international artists, galleries, virtual arts centers, curators, and digital art communities.
- Conducted sustained research into the body, presence, absence, surveillance, memory, symbolic violence, control, repetition, digital architecture, and the viewer's experience. Integrated artistic practice, gallery management, curating, research, and experience design, treating exhibition space, architecture, and technology as active elements of the work.

Kaz Filmes e Produções

Founder, Art Director, Cultural Producer, and Audiovisual Creator | January 2010–Present. Company founded in 2010 and still active, currently undergoing a legal name change to Kaz Signal while maintaining its corporate continuity and history. Its work includes cultural and audiovisual projects, video production, photography, filming, editing, and proposals for cultural funding programs, public calls, and institutional initiatives.

- Led art direction from the company's foundation, defining project visuals, aesthetic language, and coherence across scripts, imagery, space, objects, costumes, framing, and atmosphere.
- Developed visual concepts, mood boards, references, palettes, compositions, project identities, and presentation solutions for cultural and audiovisual productions.
- Planned and supervised pre-production, filming, photography, recording, editing, post-production, schedules, reviews, and delivery.
- Produced, directed, and organized videos, cultural documentation, institutional content, and digital materials.
- Wrote scripts, project narratives, proposals, rationales, objectives, community commitments, descriptive budgets, and applications for cultural funding and grants.
- Coordinated clients, artists, partners, contractors, and production teams while balancing creative consistency and practical delivery.
- Conceived and prepared the I Festival Internacional de Machinima no Brasil, approved to seek funding under Brazil's Rouanet Law, although the festival did not subsequently take place.
- Built an entrepreneurial practice combining art direction, cultural production, audiovisual work, project writing, and communication. Developed projects in which concept, aesthetics, production, and documentation formed a coherent system from creative intention to final delivery.

Independent Artistic Practice

Visual Artist, Media Artist, Researcher, and Author. Independent work across digital contemporary art, media art, digital photography, video, installations, synthetic imagery, artificial intelligence, virtual environments, experimental electronic music, and critical writing.

- Created works and series addressing the female body, presence, absence, symbolic violence, surveillance, repetition, erasure, memory, systems of control, and architecture.

- Developed digital installations and immersive experiences integrating space, image, sound, text, avatars, and interaction into their narratives.
- Researched 2D and 3D visual languages, virtual-world photography, video, composition, modeling, synthetic imagery, and generative AI.
- Exhibited in Brazilian and international virtual galleries, exhibitions, and art centers.
- Wrote artist texts, statements, concepts, critical analyses, curatorial texts, articles, and artwork presentation materials.
- Developed De Solis, an experimental project combining original electronic music, image, video, visual identity, and AI-assisted sound creation.
- Earlier work as a VJ and audiovisual artist included original video loops and live visuals, weekly performances for approximately five months at Bargaça in Vila Madalena, and appearances at São Paulo's Virada Cultural and post-Carnival events associated with Ilú Obá de Min in the mid-2000s.

RESEARCH, WRITING, AND INTELLECTUAL WORK

Conducts independent research through practice-based experimentation, tool analysis, artistic production, observation of behavior, critical reading, and writing. Her inquiry goes beyond using technology as a tool, examining the aesthetic, cultural, professional, and relational effects of artificial intelligence and digital environments.

- Research into generative AI for image, video, language, sound, characters, avatars, presentations, and creative processes.
- Inquiry into digital contemporary art, synthetic imagery, authorship, visual direction, algorithmic aesthetics, and relationships between human creativity and generative systems.
- Research into virtual worlds, the metaverse, spatiality, avatar-mediated presence, exhibition architecture, digital curation, and immersive experience.
- Publication of articles and analytical writing on her website and LinkedIn about AI, communication, digital contemporary art, behavior, and technology culture.
- Experience in essayistic, critical, curatorial, institutional, technical, and narrative writing, including articles, scripts, statements, cultural projects, executive presentations, and exhibition texts.
- Author of the literary work in progress 0000000005, *Casos de máquinas confusas, humanos inconvenientes e outros acidentes de linguagem*, a work of contemporary fiction and technological satire about people, AI, language, and behavior.
- Development of short fiction and literary experiments, including a completed unpublished short story.

SELECTED ARTICLES AND EDITORIAL WORK

Selected articles published by Sala Vibrante and on LinkedIn, addressing artificial intelligence, digital culture, authorship, work, images, technology, and behavior.

- “Humanidade em baixa resolução” [Humanity in Low Resolution] — Sala Vibrante, 2026.
- “Sócrates infelizmente não abriu perfil no Threads” [Unfortunately, Socrates Never Joined Threads] — LinkedIn, 2026.

- “A imagem que desaparece” [The Image That Disappears] — Sala Vibrante, 2026.
- “Arquiteturas de presença” [Architectures of Presence] — LinkedIn, 2026.
- “O tempo que a IA economiza e o trabalho que ela cria” [The Time AI Saves and the Work It Creates] — LinkedIn, 2026.
- “Nvidia, Microsoft e Meta pedem que EUA evitem restrições a modelos de IA com pesos abertos” [Nvidia, Microsoft, and Meta Urge the US to Avoid Restrictions on Open-Weight AI Models] — LinkedIn, 2026.
- “Quando a resposta da IA substitui o pensamento crítico” [When AI Answers Replace Critical Thinking] — LinkedIn, 2026.
- “O que você faz com IA é autoral?” [Is What You Make with AI Original?] — LinkedIn, 2026.
- “O algoritmo também coloniza o imaginário” [The Algorithm Also Colonizes the Imagination] — LinkedIn, 2026.
- “A ferramenta que substitui o julgamento” [The Tool That Replaces Judgment] — LinkedIn, 2026.
- “Os novos guardiões da arte digital” [The New Gatekeepers of Digital Art] — LinkedIn, 2026.
- “Quando parecer competente ficou fácil” [When Looking Competent Became Easy] — LinkedIn, 2026.
- “A conversa foi ótima. Só faltaram as pessoas.” [The Conversation Was Excellent. Only the People Were Missing.] — LinkedIn, 2026.

SELECTED ART PROJECTS AND EXHIBITIONS

- Infraestruturas do Mar [Infrastructures of the Sea] — Rio Ocean Week 2026, Galeria LACO / University of São Paulo Oceanographic Institute, Museum of Tomorrow, Rio de Janeiro, September 17–20, 2026. Curating and art direction: Fabiane Moraes Borges. Artwork: “Horizonte, A Cidade Dentro do Corpo” (2025).
- Subjetividade Oceânica [Oceanic Subjectivity] — SP Ocean Week 2026, Memorial da América Latina, São Paulo, May 20–24, 2026. Curator: Fabiane Moraes Borges. Artwork: “Horizonte, A Cidade Dentro do Corpo” (2025). Group exhibition featuring 110 artists and 142 artworks.
- Art Experience — virtual gallery, curatorial practice, and research into art and virtual worlds, 2022–Present.
- No Condition to Rest — Art Experience, 2026.
- Architecture of Retention — Art Experience, 2026.
- Red Protocol for Absent Bodies — Art Experience, 2026.
- Delay State — Art Experience, 2026.
- Invisible Cities, Default Configuration — Souland Gallery, 2026.
- Red Memorial, Where They Did Not Return — Art Experience, 2026.
- Fractured Balance, Ongoing Yield — Kondor Art Center, 2026.
- Syntax of Absence — Nitroglobus, 2025.
- Invisible Cities, Ghosts in Geometry — Art Care, 2025.
- Rhythms of the Everyday — Psy Gallery, 2025.

- Orange World — Jerzzie, 2024.
- Invisible Cities, Inversion — Selen Gallery, 2024.
- Invisible Cities, Connection is Strength — The Eye Arts, 2023.
- Invisible Cities, The Future in the Present Overflows — Artsville, 2023.
- When We Are Machines — Kondor Art Center, 2023.
- Presença Corrompida [Corrupted Presence] — original series comprising 37 works.
- Onde a Forma Começa a Ceder [Where Form Begins to Give Way] — installation and spatial study developed with AI support.
- De Solis — original experimental project combining electronic music, images, video, and AI-assisted sound creation, with occasional DJ performances in virtual worlds.
- 0000000005 — literary work in progress addressing language, behavior, and relationships between humans and artificial intelligence.

EARLIER CAREER | 1992–2021

Selected professional, artistic, and cultural milestones, listed in reverse chronological order.

2016–2021 | Audiovisual Production, Digital Content, and Cultural Production. Produced audiovisual content for brands, cultural projects, professionals, and digital platforms, including social media, YouTube, institutional communication, and advertising. Worked across the production process, from concept to final delivery: content planning, research, scripts, direction, production, filming, editing, post-production, and adaptation for different channels.

- Produced social media and YouTube videos, including editorial, institutional, cultural, promotional, and serialized digital content.
- Created and produced advertising videos and audiovisual materials for products, services, projects, and institutional initiatives.
- Developed concepts, scripts, and audiovisual languages aligned with each project's identity, audience, and communication goals.
- Directed, produced, filmed, and edited content in multiple formats for digital platforms and social media.
- Managed cultural and audiovisual production, including schedules, teams, vendors, budgets, logistics, filming, and delivery.
- Created content concerning art, culture, behavior, social initiatives, and institutional communication.
- Developed independent video projects and audiovisual experiments integrating imagery, music, performance, digital environments, and emerging forms.
- Managed audiovisual projects from briefing through publication, integrating creative direction, production, technical delivery, and post-production.

2015 | Created the machinima “O Quarto de Despejo de Carolina Maria de Jesus” in a virtual environment for the Sala de Leitura project, with a reading by Maria Eunice de Jesus, Carolina Maria de Jesus's daughter. Also worked as a VJ and DJ at electronic music events and private parties.

2014 | Produced the machinima “O Violoncello,” based on a book by Teo Lorent, for Sala de Leitura. Created a virtual island and 3D model, and edited a publication for Taxistas do Bem; also performed as a VJ and DJ at events and in virtual environments.

2013 | Created a 3D virtual model for an event at Universidade Presbiteriana Mackenzie, served as a judge in a machinima competition organized by the University of Western Australia, and worked as a VJ and DJ at electronic music events and in virtual environments.

2012 | Developed 3D virtual models for ZDeli, Cerveja Proibida, and Mr Road. Served as a judge in a machinima competition organized by the University of Western Australia, and performed as a VJ and DJ.

2011 | Produced, filmed, documented, and edited audiovisual materials for cultural, institutional, and performing arts projects, including “Melância e Coco Verde” by Grupo Girandola, the Casas Bahia workplace safety event, and “Revoluções” at SESC Pinheiros. Curated and participated artistically in the Kaz Films Gallery in a virtual environment.

2010 | Produced, filmed, assembled, and edited video for Revista My Mag, including the “Tapas” program and an interview with Lázaro Ramos; edited “A Noite dos Tempos,” a short film about José Mindlin directed by Henrique P. Xavier; and edited documentation of Brazil’s First International Supported Employment Seminar, organized by ITS Brasil. Directed Sala de Leitura, producing and distributing YouTube content inspired by Oswald de Andrade’s “Manifesto Antropófago” and Rainer Maria Rilke’s “Cartas a um jovem poeta.”

2009 | Produced cultural audiovisual projects, including filming and VJ performance for the Ilú Obá de Min Afro-Brazilian Carnival group, video documentation for Instituto Pólis, production of the “Viagem à África” exhibition organized by PUC, and the documentary “Engenho mostra um pouco do que gosta IV” about the Engenho Teatral group. Directed and wrote the short film “Chapeuzinho Vermelho” between 2008 and 2009.

2008 | Worked in audiovisual direction, photography, video editing, graphic design, production, and VJ performance. Projects included “Literatura Percussiva” (Cia d’África), “Transplante de Menina” (SESC Vila Mariana), “Inversão” (André Collazzi), “Artista da Fome” (Sandro Borelli), Saravá Bixiga, Virada Cultural Paulista in Jundiaí, the III Mostra SESC Guajajara de Artes in Maranhão, and graphic design for Mostra Independente de Dança. Led a video editing workshop at Centro Cultural da Juventude.

2007 | Directed audiovisual elements and performed as VJ in Beth Beli’s “Trompas d’África.” Edited documentaries and advertisements for Paulista Cultural between 2006 and 2007.

2005 | Worked in the arts and audiovisual field, assisting art dealer Edes Francesca Dalle Molle at Escritório de Arte; participated in a group exhibition at Multiarte, Goiás; and edited documentaries and advertisements for Bandeira Films.

2004 | Worked in photography, audiovisual direction, editing, and artistic assistance: photographed “Teatro Esporte” directed by Vera Achatikin; edited Beth Moysés’s video artwork “Transformando o Destino”; and assisted visual artist Fernando Stikel. Also assisted artist Beth Moysés between 1997 and 2004.

2003 | Directed and produced projects at Esfera Órion Produções.

2001 | Produced “Tunga, O Articulador do Heterogêneo” at Banco do Brasil and held a solo contemporary painting exhibition at Casa da Xiclet. Worked as an exhibition guide with Brasil Connects between 1998 and 2001.

1999 | Developed scenography and photography for the performances “A Bola Mágica” and “Labirinto dos Sentidos” at Centro Cultural Vergueiro.

1998 | Worked as an exhibition guide at Centro Cultural Vergueiro, assisted Beth Moysés on “Lorca na Rua” at SESC, and exhibited photography at Jockey Club de São Paulo.

1997 | Taught visual arts, choir, and ensemble practice at EMIA.

1996 | Participated in the Latin American Museums Conference, CITIA Colloquium.

1995 | Taught singing at M&C school.

1993 | Worked as an actor in “Vem Buscar-me Que Ainda Sou Teu,” directed by Oswaldo Buaretto.

1992 | Worked as an actor in “O Circo Rataplam,” produced by JR Produções.

EDUCATION AND TRAINING

- FAAP, Fundação Armando Alvares Penteado — Bachelor’s degree in Visual Arts, completed in 1999.
- FECAP — Data Processing, 1993.

TECHNOLOGIES, TOOLS, AND KNOWLEDGE AREAS

Systems and Development

Functional architecture, needs assessment and requirements definition, workflows, prototyping, automation, documentation, and iterative development of digital systems and products. Experience in conceptualizing and structuring original platforms, finance and budgeting systems, email systems, course platforms, client areas, advertising video automation, web services, AI integrations, and 3D experiences.

Artificial Intelligence and Generative Creation

Research and experimentation with generative AI ecosystems applied to language, research, imagery, video, audio, avatars, presentations, and 3D. Language and research: ChatGPT, Claude, Gemini, Perplexity, and NotebookLM; image and design: Midjourney, Adobe Firefly, and Ideogram; video: Runway, Kling, Veo, Google Flow, PixVerse, Luma AI, and Pika; voice, avatars, and presentations: HeyGen, Synthesia, ElevenLabs, and Gamma; audio: Suno; 3D generation: Meshy.

Design, Editing, Presentations, and Collaboration

Photoshop, Illustrator, InDesign, Canva, Premiere Pro, DaVinci Resolve, Final Cut Pro, Figma, PowerPoint, and Miro.

Audiovisual Performance and Digital Music

Resolume Arena, VirtualDJ, and ArKaos.

Digital and Immersive Experiences

XR, augmented reality (AR), virtual reality (VR), mixed reality (MR), and spatial computing; Meta Quest and Apple Vision Pro as reference ecosystems; WebXR, 3D virtual environments, and multiuser experiences; Unity, Unreal Engine, Blender, and Second Life; avatars, digital characters, spatial interaction, 3D navigation, spatial audio, virtual photography, interactive installations, and gamification.

3D Modeling, Generation, and Texturing

Blender, Meshy, 3ds Max, ZBrush, Marvelous Designer, and Substance 3D; GLB/gLTF workflows, modeling, generation, texturing, materials, lighting, assets, and 3D content optimization for digital environments.

Web, Infrastructure, and Digital Ecosystems

Netlify, Supabase, web services, authentication, real-time features, hosting and deployment, data and service integrations, 3D web experiences, digital collaboration, internationalization, permissions, and cross-system workflow architecture.

Management, Methods, and Digital Ecosystems

Jira, Scrum, agile methodologies, NFTs, digital assets, blockchain, workflow organization, and project monitoring.

Communication, Research, and Project Structuring

Art direction, visual direction, visual storytelling, applied research, aesthetic curation, executive communication, conceptual documentation, articles, curatorial texts, statements, scripts, cultural projects, requirements, workflows, and presentations.

Corporate Technology Topics

Systems architecture, research and development, integrated security, identity, access, authentication, proofs of concept, innovation, digital transformation, and emerging technologies.