

Diogo Ferreira

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SUMMARY

DeFi-native BD and partnerships professional with 6 years in blockchain, fintech, and digital assets. At Sunrise (Interliquid Networks) led the full commercial arc of a token launch — tokenomics design, \$3M raised, 30+ validators onboarded, and strategic partnerships secured with Binance Labs, Coinlist, Kaito, and Noble USDN. At Pyme DAO built exchange and market-maker coverage across 50+ counterparties, driving 40K+ MAU and a Gate.io listing. Independently building DYORX, a DeFi-powered savings-circle protocol targeting LatAm, combining Solana infrastructure with WhatsApp-native UX. Comfortable representing protocols externally, structuring business cases with revenue models, and driving GTM from zero to adoption.

SKILLS

DeFi & Blockchain: DeFi protocol BD · tokenomics design · Solana · validator onboarding · on-chain analytics · MiCA compliance (whitepaper authorship)

BD & Partnerships: partnership structuring · exchange & market-maker coverage · pre/post-TGE GTM · revenue modelling · business case development

GTM & Growth: go-to-market strategy · content strategy · community growth · multi-channel launch execution

Technical: Python · TypeScript · JavaScript · Claude/Anthropic API · Telegram Bot API · DefiLlama API · Google Sheets (advanced)

Languages: English (fluent) · Portuguese (native) · Spanish (fluent)

EXPERIENCE

Founder & Independent Builder · DYORX / Open-SourceRemote | Oct 2025 – Present

- **DYORX:** DeFi-powered savings-circle (consórcio/ROSCA) protocol on Solana targeting LatAm; designed full tokenomics and DeFi yield layer, authored GTM playbook targeting circle organisers via WhatsApp, Instagram, and workplace networks, with PIX integration (Brazil) as primary on-ramp.
- Built multi-agent Python simulator (**dyorx-sim**) validating yield mechanics across 100+ simulated participants with varied contribution profiles.
- Shipped 8+ open-source crypto analytics tools (live): Meta Fear & Greed Index (fgichad.xyz), TGE selling-pressure calculator, Kaito AI Agent Tracker, stablecoin flow heatmap (DefiLlama API), Hyperliquid BTC trading agent, and a Claude-scored Telegram job-matching bot.
- AI-assisted development workflow (Claude Code + Anthropic API) enabling full-stack ideation-to-deployed MVP without a traditional engineering team.

Strategy & Partnerships Lead · Sunrise (Interliquid Networks)Remote / Singapore | Nov 2023 – Sep 2025

- Designed complete **\$RISE tokenomics** — emission schedule, vesting, stakeholder allocation — and co-authored MiCA-compliant whitepaper with dedicated legal counsel.
- Secured strategic partnerships with **Binance Labs, Coinlist, Kaito, Noble USDN, Legion, Clique, Turtle Club**, and Alea Research; managed 30+ validators through pre- and post-TGE phases.
- Led pre-TGE and post-TGE GTM strategy across \$RISE, HaruFlyer, and USDrise; contributed to content and community workstreams.
- **\$3M raised** across total funding rounds; served as primary BD and external-facing representative.

Business Development Lead · Pyme DAOKuala Lumpur, Malaysia | Apr 2023 – Nov 2023

- Managed BD coverage across **50+ exchanges** and 15+ market makers; led token listing on **Gate.io** and secured pre-seed investment from 500 Eurasia and a Polygon Studios Grant.
- Scaled protocol to **40K+ MAU**, 400K+ wallets connected, and 4M+ impressions at peak; parent community of 150K+.

CS & Operations Lead · Blockchain.comLondon, UK | Aug 2021 – Apr 2023

- Progressed from CS Associate to team lead; collaborated with Compliance and Finance to develop internal SOPs; exceeded CS KPIs every month.

Consultant · Spirit Blockchain CapitalZurich, Switzerland (part-time) | Oct 2020 – Jul 2021

- Conducted market research; earned cryptocurrency investigator certification (BIG group).

Microsoft BD · Arrow ElectronicsLisbon, Portugal | Nov 2019 – Jul 2021

- Developed and executed strategic sales plans for Microsoft SaaS and Azure; closed six-figure enterprise deals.

Education Technology Advisor · MicrosoftLisbon, Portugal | Dec 2018 – Nov 2019

- Delivered workshops to enterprise accounts in the education sector; implemented Microsoft Education business solutions.

SELECTED PROJECTS

DYORX dyorx.com — Solana DeFi savings circles for LatAm; WhatsApp-native UX, PIX integration, multi-agent simulator

Meta Fear & Greed Index fgichad.xyz — aggregates multiple FGI sources; live, public

Telegram Job Bot — scrapes crypto/fintech job boards; Claude-scored matching against CV; running on Railway

TGE Selling-Pressure Calculator — models post-TGE unlock pressure on token price; vanilla JS, live

EDUCATION

Master's, Corporate Sciences / Management · Lisbon School of Economics and Management2019

Bachelor's, Environmental Engineering · Instituto Superior de Agronomia / Politechnika Opolska (Erasmus)2017