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⚠️ **Who am I?** I'm a Software Engineer with 14+ years in Web Development and over 3+ years leading cross-functional teams. Passionate about building high-performing teams, driving innovation, and scaling impactful solutions. Strong technical background in frontend and microservices and their platform engineering, combined with leadership experience in fast-paced environments.

SUMMARY

➡️ Strong background in Agile/Scrum methodologies and engineering excellence.
➡️ 14+ yrs of experience in Web Engineering from big companies to startups;
➡️ 3+ years of experience in People Management.
➡️ Currently leading a team of cross-functional Software Engineers;
➡️ Proactive mindset with a focus on relentless prioritization and execution.
➡️ Collaboration and interaction across multiple teams in different environments.
➡️ Effective cross-team collaboration, working in diverse and fast-paced environments while tackling department-level challenges.
➡️ Vast experience with HTML5/CSS + Javascript Knowledge + Strong Lib/Frameworks experience(React, Vue, Next and Nuxt.js, etc) + unit/e2e frameworks, a bit of Python and Golang, AWS/GCP, ChatGPT and Copilot;
➡️ Pixel perfect!!!!111 and Coffee hater — I know, don't judge me 👀

PROFESSIONAL BACKGROUND

⏰ HelloFresh

Engineering Manager — 12 / 2022 - Present

At HelloFresh, I lead the Benefits Management team, focusing on benefit campaign creation, attribution, and its distribution. My team is responsible for building and scaling systems that manage customer benefits beyond traditional discounts, ensuring accurate tracking and communication across different touchpoints. I work closely with engineers, product managers, and marketing stakeholders to refine discount attribution models, optimize pricing experiments, and improve benefit-related features.

Beyond my team's core initiatives, I contribute to cross-tribe efforts by helping define on-call processes, improve engineering excellence, and enhance operational efficiency. I advocate for technical strategy, execution, and prioritization. I also manage weekly 1:1s, yearly and quarterly OKR planning, and team development, focusing on fostering a high-performance culture while balancing delivery and long-term growth.

✅ Gorillas — 01 / 2021 - 11 / 2022

Engineering Manager — 06 / 2021 -
At Gorillas, I later transitioned from Software Engineering Lead to Engineering Manager, leading the Dispatch Experience team within the Delivery vertical. My

focus was on improving order stacking algorithms, refining ETA calculations, and scaling delivery operations within the warehouses. I worked on both short- and long-term architectural decisions, ensuring our systems could support the company's rapid growth. In addition to technical leadership, I managed a team of engineers, overseeing hiring, mentoring, and performance management while handling a strong engineering culture.

Lead Software Engineer — 01 / 2021 -

At Gorillas, I worked as a Software Engineering Lead, driving initiatives across different domains (later verticals) to support their business growth. I focused on dispatch and delivery improvements, leading technical discussions, defining architecture, and building scalable solutions for their warehouses across europe-wide. I also worked closely with HR and Recruitment, helping with hiring (up to 50+ engineers hired), onboarding, and feedback cycles to support team growth.

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✅ **GetYourGuide** — 07 / 2018 - 01 / 2021

Senior Software Engineer & Web Lead

At GetYourGuide, I was part of a Web Platform team (*Travelers Platform*), working on A/B tests to improve conversion rates across mobile and desktop. My focus was on optimizing user experience and increasing organic engagement. I played a key role in modernizing the frontend, leading the migration from a large legacy system to a Vue.js-based architecture with isomorphic rendering (Vue-SSR + Node.js) to improve performance and enable continuous deployment on their main website.

GetYourGuide is a platform for booking travel experiences, offering a global inventory of 40,000+ tours, activities, and tickets for major attractions worldwide.

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✅ **OLX Brasil** (*former Zap/VivaReal*) — 10 / 2016 - 06 / 2018

Senior Front End Engineer

At *Zap VivaReal* (*now OLX Brasil*), I worked as a Frontend Engineer on the Discovery & Consumer Attraction team, focusing on optimizing website performance and user experience to help buyers, sellers, and renters connect more efficiently. Our team was responsible for developing key features and improving speed across the platform, ensuring a seamless real estate search experience.

We worked with a unique tech stack, using Webpack 3, Backbone/Marionette, SASS, and a custom mediator-based design pattern to enhance maintainability and performance. This role gave me deep insights into structuring scalable web applications, balancing feature development with performance optimizations.

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✅ **B2W** — 07 / 2016 - 09 / 2016

Senior Front End Engineer

At B2W, I worked as a Frontend Engineer on the *Skyhub* platform, a project aimed at integrating shopkeepers and sellers into a centralized marketplace. I contributed to building and optimizing the platform from the ground up, ensuring

a smooth experience for merchants joining the ecosystem.

Our tech stack included React.js, Redux, Immutable.js, Webpack, and a bit of Ruby on Rails, leveraging modern UI technologies to create a scalable and high-performance system. This role gave me hands-on experience in building marketplace solutions while working in a fast-paced development environment.

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✅ Titans (aka K4L - *Knowledge 4 Life*) — 04 / 2015 - 07 / 2016

Senior Front End Engineer
At Titans, I worked as a Frontend Engineer, handling the entire frontend development process. My role involved translating mockups into functional interfaces using HTML, CSS, and JavaScript, followed by A/B testing to refine user experience and performance on their main website.

As the sole frontend developer, I took the initiative to optimize performance and modernize the stack, implementing React.js, Immutable.js, and Redux for a CMS project. Additionally, I developed a CI pipeline plugin using Angular.js and Jenkins, improving automation and deployment workflows. This experience strengthened my ability to work independently and drive technical improvements in fast-moving environments.

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✅ Amil — 02 / 2015 - 04 / 2015

Senior Front End Developer
At Amil, the largest managed care organization in Brazil, I worked as a Frontend Developer, focusing on building and maintaining large-scale web applications. My role involved translating mockups into functional interfaces, ensuring a smooth user experience across different platforms.

Although my time there was short, I gained valuable experience working with CRM systems and large-scale websites, understanding their development workflows and technical challenges.

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✅ Folha de S.Paulo (*Newspaper company*) — 01 / 2011 - 02 / 2015

Front End Developer
At Folha de S. Paulo, the largest newspaper in Brazil, I worked as a Frontend Developer, transforming mockups into fully functional web pages using HTML, CSS, and JavaScript. My role involved optimizing the user experience for digital journalism, ensuring responsive and accessible content delivery.

One of my most significant projects was the Presidential Elections platform, where I spent a year working with Angular.js to build interactive and real-time election coverage tools. This experience deepened my knowledge of scalable frontend architectures and the challenges of high-traffic news platforms.

✅ __Sabesp__ — 06 / 2009 - 12 / 2010

<u>IT Intern</u>
At Sabesp, one of Brazil's largest water and sanitation companies, I worked as an IT Intern, supporting the legal department with technical assistance and internal system development.

My main contribution was building management systems for tasks like meeting room scheduling and protocol tracking, using .NET, HTML, CSS, and JavaScript. This role gave me hands-on experience in enterprise software development and exposure to corporate IT workflows.

Also other roles as freelancer/volunteer:
<u>Web Mentor @ ReDI School</u> - 02 / 2021 - 12 / 2022
At ReDI School, a nonprofit tech school supporting underrepresented talent, I worked as a Web Mentor, guiding aspiring frontend engineers on their journey into tech. — Over the course of three cohorts (2021–2022), I mentored around 15 students per group for six months each, alongside other 4 experienced and volunteer mentor engineers. My role involved giving talks, leading and building classes, and providing hands-on guidance in web development fundamentals. Although I've paused this for now, it was a rewarding experience in teaching, mentoring, and fostering career growth in tech for me and for my fellows.

<u>Freelance Web Engineer @ Mahalo Media Group</u> - 10 / 2014 - 06 / 2019
At Mahalo Media Group, a digital agency working with major clients from the U.S. West Coast, I worked as a Frontend & Full Stack Developer. — I was involved in large-scale projects, primarily using WordPress with modern web technologies to build and maintain high-performance websites. My role covered both frontend development and backend integration, ensuring scalable, responsive, and visually polished solutions for diverse clients.

<u>Freelance Web Engineer @ Maker Haus / Imponto</u> - 04 / 2016 - 09/2017
At Imponto, a creative digital agency, I collaborated on two projects, focusing on delivering small features under tight deadlines.

ACADEMIC BACKGROUND	• Bachelor of Computer (B.Sc.) in Information Systems at FIEO [2014] | Osasco, Brazil. • Technical High School with emphasis on Systems Development at FITO [2010] | Osasco, Brazil.

OTHER EXPERIENCES	• Speaker at FITO - (_Sep/2015_) - Osasco, Brazil. • Many tech talk speaker at the companies I worked at • Author at Medium (_<u>blog posts</u>_) • Author at Tableless (_a big Front-End Developers community blog in Brazil_). • 5~6 months of student exchange program for an English course in San Francisco, CA. • Open Source Contributor on GitHub, actively participating in projects whenever I have time outside of freelance and full-time work. • Creator of Berlin vaccine appointment finder (<u>impfstoff.link</u>, <u>repo</u>)

• Creator of <u>Aglow.pro</u>
• You can check projects I joined/created/participated on my <u>LinkedIn profile</u> or <u>my website, directly</u>.

> keywords I <u>really</u> love: *Frontend Engineering, Frontend Development, UX/UI Design, Creative Development, Web Performance, Software Architecture, Engineering Leadership, IT Management, Team Leadership, Web Best Practices, Web Semantics, Accessibility, Usability, Information Architecture, Agile Development, Technical Strategy, People Management, Mentorship, Scalability, High-Traffic Web Applications, A/B Testing, Continuous Deployment, CI/CD, Cloud Infrastructure, AWS, Microservices, Pricing & Discount Systems, Campaign Management, Data-Driven Decision Making, Marketplace Platforms, Growth Engineering, Product-Led Development, Cross-Functional Collaboration.*