

Vinicius Cainelli

UX Engineer

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I'm a Brazilian Developer, UI Designer and team player with an insatiable passion for UI, create and build amazing and beautiful applications that make an impact on people lives.

- Strong knowledge and experience with HTML, CSS, and Javascript
- Knowledge and experience with AngularJS, Sass, Gulp, Git, Laravel, PHP, and MySQL
- Knowledge of VueJS, ReactJS, ES6, NodeJS, AWS, Ubuntu, Serverless and Docker

WORK EXPERIENCE

Tech Lead, Wunderman Brasil

2018 – Present - São Paulo, SP

Wunderman is a global digital agency, as a Freelancer Tech Lead I'm:

- Make sure that all of the apps are delivered with high quality;
- Bring concerns about performance and accessibility;
- Moving projects to new technologies;
- Create an efficient relationship between UI/UX team and developers;
- Definition of the technical architecture of projects.

Front End Developer, Mandaê

2016 – 2018 - São Paulo, SP

At Mandaê, besides writing code, I also create and develop solutions that are helped hundreds of customers

- Build UI applications using AngularJS and Bootstrap;
- Develop responsive user interface while working directly with Design team;
- Responsible for the development of the new institutional website;
- Store and consume data from Restful Web APIs and Services.

Co-Founder, Menyoo

2014 – Present - São Paulo, SP

Menyoo it's a menu platform, offer a clever analytics dashboard for restaurants owners.

As a CTO and Co-Founder, I am responsible and the person who does everything about the Product, like, design, development, QA, DevOps, and digital marketing.

- All apps are developed with Laravel and VueJS;
- Working with AWS (RDS, S3, EC2, Elastic Beanstalk);
- Learning a lot about Linux for servers.

Frontend Engineer, PayU América Latina

2013 – 2016 - São Paulo, SP

At Bcash, I worked in two different teams, Product and Technology

- Prototype new concepts along with a UX Designer;
- A/B testings to improve checkout conversions;
- Landing Pages and emails for marketing campaigns;
- Responsible for the change of the brand Bcash for the PayU brand in the institutional site and main web application.

Accomplishments

- **Increase sells conversions in 35%** after to applying Responsive Web Design in the checkout page process.

Web Developer, Creative House Ad Agency

2009 – 2012 - São Paulo, SP

At Creative House, I was like the "Full Stack Developer" these days.

- I developed and created web applications, intranets and custom CMSs using Apache, MySQL, and PHP;
- Also, I created animated banners using Flash.

Web Developer Internship, City Hall of São Paulo

2008 – 2009 - São Paulo, SP

I started working at City Hall when I decide to move my career to web development instead of marketing and advertising. I didn't know anything about software development, server-side languages or even Javascript, I just knew HTML and CSS. But I learned a lot of jQuery, PHP, and MySQL during this 17 months in this internship.

EDUCATION

2015 PGCert, Web Engineering, SENAC University

2009 BS Advertising and Marketing, Mackenzie Presbyterian University

TECHNICAL SKILLS

HTML, CSS, Javascript (ES5/ES6), Sass, Gulp, Webpack, Git, Web Development, Google Analytics, PHP, MySQL, Laravel, VueJS, ReactJS, AngularJS, Photoshop, Sketch App, Web Design, User Interface

LANGUAGES

Portuguese and English.