

# Caio C. Coelho

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## EDUCATION

**Western University** - London, Ontario

09/2018 - 04/2022

*Honours Bachelor of Science in Computer Science (HBCS), Minor in Software Engineering*

- 4.0 GPA | Dean's Honour List 2018-2020.
- In-Course Scholarships Year III for academic achievement.

## WORK EXPERIENCE

**Software Engineer** - VidHug

05/2020 - Present

London, Ontario

- Designed, implemented, and tested new React.js features that have been used by over 100,000 customers.
- Improved the UX by fixing pain points in the user journey and by working alongside customer support to find and fix issues; gradually decreased the rate of support tickets received.
- Wrote and executed QA tests and collaborated with senior developers in code reviews and product planning to ensure important features were prioritized and launched with a very low defect rate.
- Worked on parts of the serverless AWS stack that enabled VidHug's exponential growth in early 2020.
- Analyzed 100,000s data points in Python; presented findings to stakeholders, allowing for better decision-making.

**Business Development Intern** - Western University

05/2019 - 08/2019

London, Ontario

- Accelerated the growth of 8 different startups at the startup incubator through tasks such as digital marketing, sales/negotiating, website design, and competitive/market research. Tasks were often preceded by a workshop.
- Participated in the development and launch of two new products that are now on the market.
- Redesigned one of the startups' websites, which lowered bounce rate from 75% to 40% and increased conversion.

**Web Developer** - JCC Construction

04/2018 - 08/2018

Guarapari, Brazil

- Designed and developed the company's website to boost real estate sales; created a refined, professional UI that promotes the high-end nature of their properties and inspires customers to reach out.
- Upgraded the website to a server-less Flask AWS implementation, which reduced load time by ~40%.
- Managed the website and SEO, ran seasonal online ads, and tracked performance. As a result of continuous improvement, 100% of customers now use the website at some point in the sales pipeline. The company has attributed more than \$500,000 of its revenue to it.

## PROJECTS

**Project Manager - Western AI Club** (Python, Machine Learning, Flask, pandas, NumPy, Keras, KNN)

- Led a team of 4 developers in building a model to classify songs into genres. Deployed model to a Flask website.
- Taught weekly lessons and kept the team motivated. Received two competitive prizes from the club. (2020-2021)

**ModuLounge Smart TV** (C++, Raspberry Pi, JIRA, GTK, User Stories, Multithreading)

- Developed, in a group of 5, a cross-platform C++ smart TV app that displays various live information. Git Repo.

**Allyn - Hackathon Winner** (JavaScript, Python, Electron, Google Cloud, Flask REST API)

- In a team of three, created a JavaScript desktop app to track users' posture and help them improve it.
- Resulted in a prize on the 600-person hackathon and support from Western University to develop the product.

## SKILLS

- **Programming Languages:** Proficient in Python, Javascript, HTML, CSS. Familiar with C/C++, Java, SQL.
- **Frameworks:** React.js, Flask, React Native, Next.js, Django.
- **Data Science:** Data Visualization, Machine Learning, pandas, NumPy, Keras, scikit-learn.
- **Other:** Git, Unix, REST APIs, software QA, Algorithms, Data Structures, OOP, SEO, JIRA, Figma, AWS (DynamoDB, S3, API Gateway, Cognito), Accounting and Business Analysis.
- **Certifications:** Mobile App Development with React Native (Harvard), UI / UX Design Specialization (CalArts, WIP).