Caio C. Coelho

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in [caio-coelho](#) ○ [CaioCamatta](#) 💼 [www.caio.space](#)

EDUCATION

Western University - London, ON, Canada

Computer Science (HBSc) with Minor in Software Engineering - class of 2022

- 4.0 GPA | Dean's Honour List | In-Course Scholarship

WORK EXPERIENCE

Software Engineer - VidHug
London, ON

05/2020 - 04/2021 (Present)

- 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
London, ON

05/2019 – 08/2019

- 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 in the market.
- Redesigned one of the startups' websites, which lowered bounce rate from 75% to 40% and increased conversion.

Web Developer - JCC Construction
Guarapari, Brazil

04/2018 – 08/2018 & Currently as-needed

- 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 and the company has attributed more than $400,000 of their revenue to it.

SKILLS AND ACTIVITIES

Software Engineering:

- **Languages**: Proficient in Javascript and Python. Familiar with C/C++, SQL, Java.
- **Frontend**: ReactJS, HTML, CSS, React Native, Figma, UX.
- **Backend**: Flask, Django, AWS (DynamoDB, S3, API Gateway, Cognito).
- **Data Science**: Scikit-learn, Tensorflow, pandas, numpy, matplotlib.
- **Other**: Git, Unix, Design Patterns, Data Structures, OOP, software QA, SEO, JIRA.

Project Manager at WesternAI: Led a team of 4 developers in building a Python Machine Learning model to classify songs into genres. Ran weekly meetings to set priorities, assign tasks and discuss Data Science decisions; resulted in a 66%-accuracy model and successful deployment to a Flask website. (Fall 2020)

ModuLounge (C++ App): Developed, in a group of five, a C++ Raspberry Pi app to turn any TV screen into a smart TV that displays various live information. Through the use of User Stories, delivered a functional, cross-platform app that leverages GTK, multithreading and many Software Design Principles. Link. (Fall 2020)

Alyn (Hackathon Winner): In a team of three, created a JavaScript desktop app to track users' posture through their webcam and help them improve it. Resulted in a prize on the 300+ person hackathon and support from Western University to further develop and pitch the product. (11/2018 - 04/2019)