



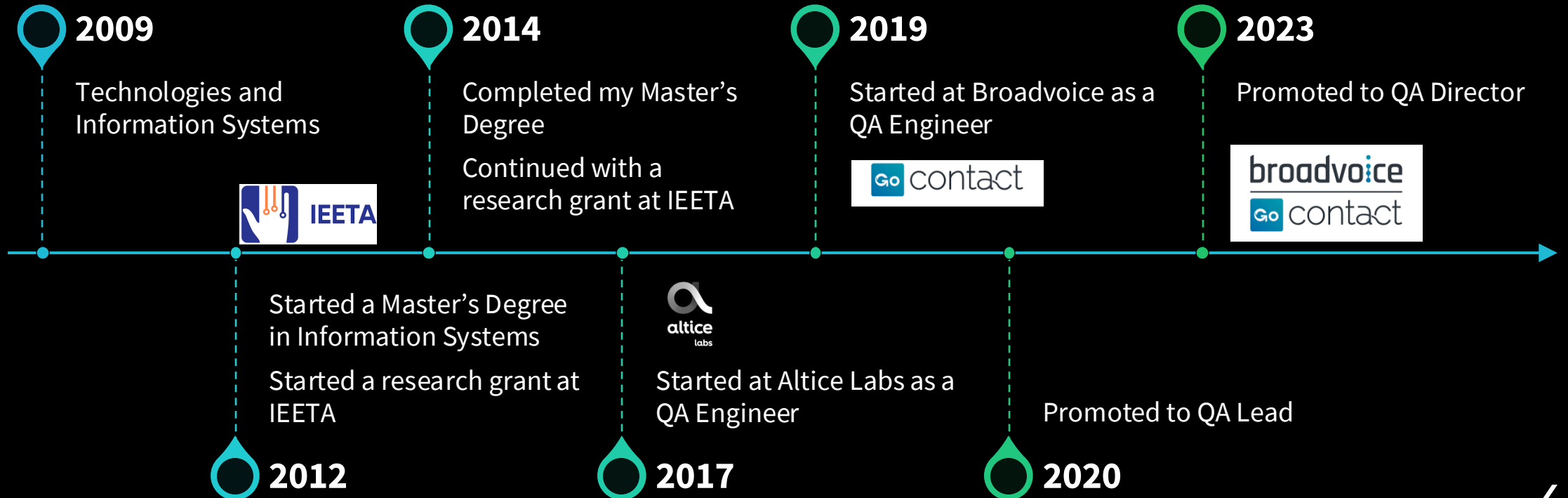
BUILDING TRUST IN SOFTWARE

My QA Journey and the
Future of Quality Engineering

Joana Silva – QA Director at Broadvoice

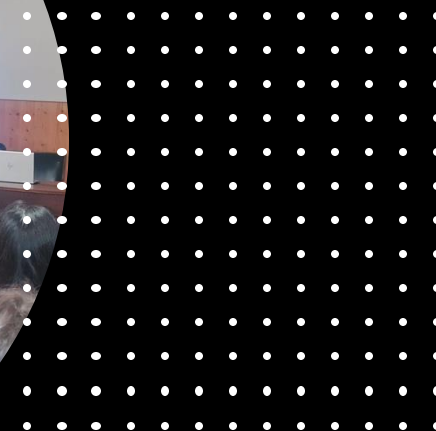
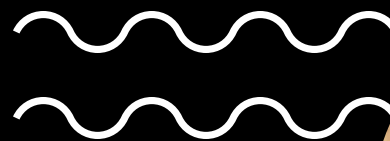
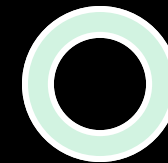


● About Me



IN MY “FREE TIME”

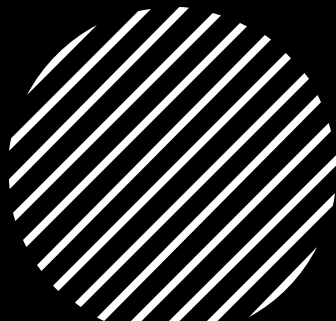
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My Journey in QA

2017 until now



Started in manual testing (focus on call flows, exploratory testing)



Quickly moved into test automation



Took ownership of CI pipelines and test environments



Evolved into QA leadership: mentoring, process design, hiring, quality strategy



Currently leading a QA team, focused on scalable and reliable communication products



"QA is not just a checkpoint, it's a continuous conversation with the product."





QA in Real Engineering Teams

QA professionals work deeply with:

01

Engineers: pair on debugging, review test coverage, support refactors

02

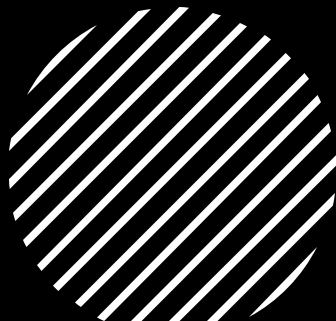
Product Managers: challenge assumptions, test edge cases, refine scope

03

DevOps/Infra: manage test data, integrate test pipelines, monitor releases

04

Support Teams: investigate production issues, identify regression paths

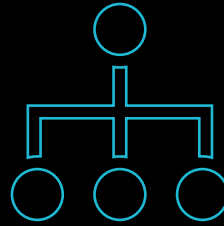


QA isn't a gatekeeper — it's a multiplier.

● What Makes QA Strategic



QA owns the **risk conversation**: What might break? What's critical?



QA influences the **definition of done, release processes, incident response**



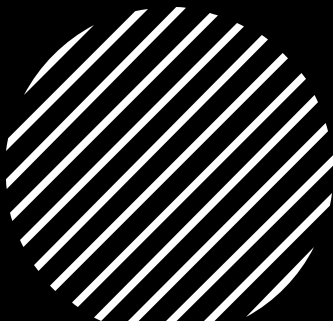
In mature teams, QA becomes a **partner in architecture and design** decisions

“Test coverage is a tactic. Confidence is the goal.”





Technologies We Use in QA



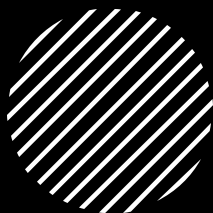
Area	Tools
Web Automation / API Testing	Cypress, Playwright
Mobile Automation	Appium, Detox, XCUITest
Load Tests	K6, LoadView
CI/CD	Jenkins, Codefresh, GitHub Actions
Monitoring/Analysis	Kibana, Prometheus, Grafana
Infra/Containers	Docker, Kubernetes
Database	Redis, Postgres, mySQL
Network	SIPp, Sipfront
AI	MCP (Model Context Protocol)



Real Challenges We Face



“Modern QA is less about checking boxes and more about understanding systems”



Managing test environments across microservices

Flaky tests and debugging distributed failures

Balancing speed vs depth of testing

Automating tests for legacy codebases

Ensuring test data integrity and observability

Working across time zones and cultures in distributed teams

● Career Growth in QA

Technical Path

- QA Engineer → Automation Engineer → SDET → QA Architect
- **Specializations:** Performance, Security, Chaos Testing, Mobile

Leadership Path

- QA Engineer → QA Lead → QA Manager → Head of QA / VP Eng (Quality)

Hybrid & Adjacent Roles

- Product Quality Advocate
- Developer in Test
- DevOps / Site Reliability
- QA Ops (focus on tooling and pipelines)



● What Companies Look For in QA Candidates



Strong critical thinking and debugging skills



Solid understanding of how software is built and deployed



Curiosity and proactivity: raise questions early



Experience with version control, test frameworks, CI tools

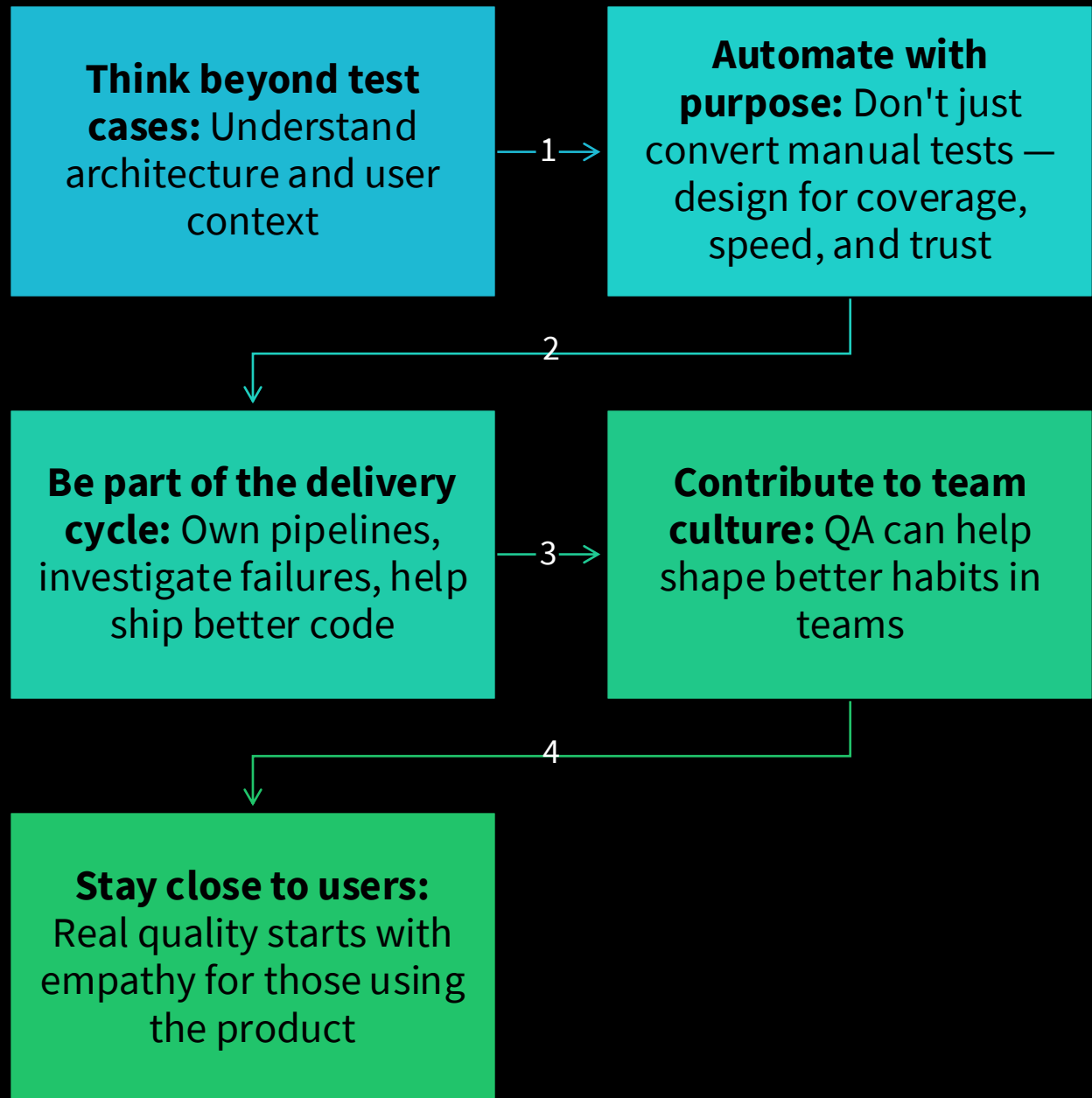
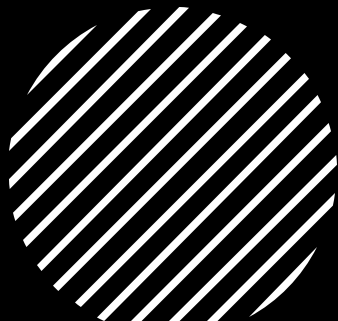


Bonus: knowledge of observability (logs, metrics, alerts)

📌 *“You don't need to know everything — but you need to know how to learn and ask the right questions.”* // // //



Advice to Future QA Engineers





QA is evolving — and it's one of the few areas that touches **code, users, product, and operations.**

If you're analytical, curious, and care about impact: **QA is a powerful and rewarding path.**

Happy to take any questions — technical, career-related, or otherwise!





Get in touch with me



Joana Silva

