IURI GUEDES DE PAULA

Creative Frontend Developer

Frontend developer heavily influenced by **storytelling**, **interactions**, and **UX**.
Working with web development **since 2006**, gravitating around design, animations and code. Addicted to **music**, **visual arts**, and **games**.

Main skills: ~years

JavaScript: 13	**Vue.js**: 4	**GSAP**: 3	**WordPress**: 10
CSS: 13	**React**: 2	**Three.js**: 1	**Contentful**: 2
HTML: 13	**Webpack**: 4	**jQuery**: 11	**Magento**: 8
SVG: 8	**Node.js**: 2	**Figma**: 1.5	**Strategic Thinking**: ∞
	Typescript: 2	**Photoshop**: 15	**Storytelling**: ∞
	GraphQL: 1.5	**Illustrator**: 11	

Experience

Frontend Engineer at On: 2020 → now

Currently implementing a new FE ecosystem along with a new design system, redesigned from scratch to support the fast paced company growth. Optimising its performance and architecture, to allow full control over a localised layout and content by region, via Contentful.

Senior Web Engineer at FromAtoB: 2019 → 2020

Developed new features and components for the search-to-book app.
Implemented a new design system and component library.
Added micro animations and visual interactions to the user journey.

Head of Frontend at Biz: 2016 → 2019

We delivered over 200 projects, using Scrum and Agile methodologies, with focus on easy maintenance and performance. Within these projects: interactive e-commerce user journeys implementation, features enabling stores to operate with ease on Brazilian market with all its specificity, solutions for checkout flows, and both payment and shipping services integration on Magento.

Head of UX/UI at Biz: 2011 → 2016

Implementation of a customisable design system, component library and CSS framework with solid accessibility, performance and SEO features.
Design of tools for our own internal teams, enabling project management to be fully customisable.

🚀 **Co-founded** Biz: November, 2011

Head of Frontend at JOE: 2010 → 2014

We were a web studio/software house, developing web applications, online magazines, content hubs, and professional blogs. Some of our cases became famous names in Brazil, like Porta dos Fundos (YouTube) and Galo Frito (YouTube).

🚀 **Co-founded** JOE: March, 2010

Senior Frontend Developer at Tray: 2008 → 2010

Implemented responsive design practices, with focus on performance and easy maintenance. Also responsible for designing the visual identity for some products.

Web Designer at E2W: 2006 → 2008

E2W (E-commerce to World) was an e-commerce group that managed everything from logistics to marketing campaigns for its client's brands. I worked mainly with campaigns, microsites, ads and email marketing creation. Mixing illustration and animation.

Languages

Fluent	Intermediate	Basic
English	Spanish	German
Portuguese		