Davidson Fellipe

Engineering Manager, Based in New York City, USA since 2015 | Green Card Holder
email@fellipe.com | https://linkedin.com/in/fellipe/ | https://github.com/davidsonfellipe

Summary

With 15+ years of software industry experience in the US and Brazil, he was an Engineering Manager and Lead Software Engineer at Salesforce, worked almost 7 years at Loadsmart as the engineering manager, tech lead, and was the first front-end engineer of the company. In Brazil, he built highly scalable front-end applications for globo.com, and mentored coding bootcamp-like programs. As a manager, he aims to empower his team, foster a collaborative and results-driven workplace, and consistently deliver high-quality products.

Skills: Engineering Leadership, Scrum, Tests (unit, integration, end-to-end), Synthetic Monitoring (Datadog & New Relic), CI/CD, AWS, SEO, Python, Front-end Dev (JavaScript, TS, React, Next.js, CSS, CSS-in-JS, HTML, Performance, Accessibility, Webpack, Lerna, Cypress, RTL).

Education: PUC-Rio '15 - Master in Informatics (Web Performance) • Universidade de Pernambuco '09 - Bachelor in Computer Engineering.

Most relevant experience

SALESFORCE / Engineering Manager & Lead Software Engineer, Front-end   Oct 2021 - Apr 2023, NYC, USA

- Led the Search Experience team for Commerce Cloud, responsible for enhancing user journeys and performance of reusable components using Lightning and Aura web components for a variety of projects and features. Coordinated with product, engineering, design for planning, roadmap, backlog, and sprints. Our team was fully distributed across the US.
- Coordinated to deliver a feature to allow customers incrementally index their stores, reducing re-indexing time by 80%.
- Created dashboards for the Commerce Search teams to provide a clearer overview of sprint progress, key release dates, bug tracking and investigations, and other internal indicators critical to team success.
- Led an Auditing of UI search components for Accessibility standards.
- Coordinated the onboarding process for three new engineers and one intern.
- Led planning, execution, and release of the Commerce Search instrumentation for activity tracking, by capturing browser-based, real-time customer activities on the storefront with public documentation.

LOADSMART / Engineering Manager (Full-stack) & Tech Lead, Front-end   May 2017 - Sep 2021, NYC, USA

- Managed two distributed teams with 11 engineers (backends and front-ends), including two Tech Leads.
- Led cross-functional collaborations with teams like product management, design, and data science for Shipper Experience and RFPGuide (Now Shipperguide) to organize roadmap, prioritize backlog, and Sprint.
- Ensured technical excellence and quality by working closely with engineers to establish best practice, automation and standards for code quality, architecture, and design.
- Advocated the use of front-end best practices, including observability (Datadog Synthetics), E2E testing with Cypress, design system implementation, web performance optimization, maintainability and adherence to code standards.
- Delivered several projects for shippers, focusing on simplifying the user journey and improving performance for our booking platform. helping shippers to maximize their cost savings by receiving multiple instantly bookable options.
- Performed management tasks including mentoring, performance reviews, and helping their career growth via 1:1s.
- Coordinated and Participated effectively in the hiring process of all front-end engineers.
- (As a Tech Lead) Coordinated two knowledge sharing initiatives: Internal Tech Talks and UI Meetings, promoting discussions about the design, front-end, and mobile via our UI Meeting, and full-stack via our Tech Talks .
- (As a Tech Lead) Developed using React, Styled Components, Jest, Testing Library, Webpack, and Python.
- Co-led UI Design System creation with Design Director, coordinated cross-team efforts, and hired a dedicated team.
- Led Engineering Hiring process restructuring, standardized across all roles and levels with hiring managers, and migrated to HackerRank.
- Co-led with the VP of Engineering the creation of the Engineering blog.

LOADSMART / Sr. Software Engineer, Front-end   Dec 2014 - May 2017, NYC, USA

- First Front-end Engineer hired for the company, and the only one in the first year of the company
- Coordinate the first steps to expand the team, where I hired and and mentored two front-end engineers.
- Led architecture, tests, setup, and monitoring of all front-end apps, using React, Angular, SASS, Webpack, and Grunt.
- Set up the CI/CD pipeline, front-end monitoring with NewRelic, and test automation suite using CodeceptJS.

GLOBO.COM / Sr. Software Engineer & Software Engineer, Front-end   Jun 2010 - May 2015, Rio, Brazil

- Worked on sports-related products, focusing on high scalable applications, implementing new features for SporTV, Eu Atleta, Futpédia, and Globoesporte (most visited Brazilian sports news website with 20+ million unique users daily), programming using JavaScript, SASS, CSS, HTML, Performance Tools, Jasmine, Python and Ruby.
- Presented three internal training sessions and over 30 talks at various conferences in Brazil on front-end technologies.
- Participated in the recruitment process of software engineers and interns.
- Awards: Javali de Ouro - Best UX Solution of 2015 (Globo.com) & Top #10 Brazilian Front-end Developers by iMasters.

To see my full experience, please visit https://www.linkedin.com/in/fellipe/