

# Diogo Rodrigues

## Frontend Developer with UI/UX design skills

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## Summary

Enthusiastic front-end developer with 10 years of experience in building and maintaining modern and user-focused interfaces. I had many opportunities in my previous jobs to develop strong UI / UX design skills and I also participated in the process of developing large and successfully launched applications. Proficient in HTML, CSS, JS and principles of UI Design - as well as modern libraries, frameworks and tools (such as React, Storybook and Jest) - I have experience in organising meetings with the team to ensure functional and visually attractive interfaces.

- Modern and solid web development stack, including: React, Next.js, Storybook, Typescript, unit test tool with Jest, ES6 features, CSS-in-JS and CSS preprocessors;
- Visual design process: participation in user tests, creation of prototypes and UI guidelines using Adobe XD, Figma and Photoshop;
- Strong knowledge of UI Design principles and UX patterns;
- Familiarity with APIs (GraphQL and REST) and Git/version control workflows;
- Experience of working in Agile environments;

## Experience

### Principal UX Engineer

Company: Fidelity Investments (Dublin / Ireland)

Jan 2021 – Dez 2021

Fidelity Investments hired me to work on a specific project focused on artificial intelligence to create better and faster content, allowing computers to do the monotonous tasks while humans focus on the creative and interesting details.

Main responsibilities:

- Help the team think about the best UX and UI strategies.
- Creating prototypes with Figma and Adobe XD for web and mobile;
- Creating and maintaining features using front-end modern stack: React with Typescript and integration test automation;

Achievements:

- Design a system that is easy to understand and use.
- Creation of components using Storybook in order to make the project consistent and easy to maintain.

## **Frontend Developer**

Company: DYD CREATIVE SOLUTIONS, INC.

Oct 2018 – Oct 2020

At DYD I worked with web and mobile development for clients like HP, HCSS and CallSource. The most challenging project was to help redesign the online learning platform called HP Life built in 7 different languages (including Arabic) and for people from all over the world.

Main responsibilities:

- Creating prototypes with Adobe XD for web and mobile;
- Creating and maintaining features using front-end modern stack: React with Typescript and integration test automation;
- Developing themes for WordPress using the Genesis WP framework, WooCommerce and the Gulp task runner to generate the final assets;

Achievements:

- Managed the team to create consistent UI components through the Storybook;
- Developed modern applications using new and solid technologies, specially React and WooCommerce.

## **Front-end developer**

Company: Via Varejo SA

Aug 2016 – Sep 2018

In this company I worked with major Brazilian e-commerce brands, mainly Nike Brasil. I had the opportunity to immerse myself in many discussions based on the user's needs together with the team at the Nike and Google offices.

Main responsibilities:

- Conducting A/B testing to identify bugs and UI improvements;
- Optimizing websites to improve performance;
- Creating the UI components for Angular 2+ using Sass as CSS preprocessor;
- Creating new features for e-commerces using modern technologies;
- Presenting updated front-end designs for final approval;

Achievements:

- Refactored Nike's Brazilian e-commerce to increase performance by 80%;
- Managed UI components of the new checkout process from scratch;

## **Front-End Developer**

Company: Trend-i

Jan 2015 – Jun 2016

At Trendi, I assisted the team in UI decisions and in developing solutions to improve production based on Agile methodologies.

Main responsibilities:

- Planning and developing tools to improve the production of front-end development, such as boilerplates built on Gulp task runner;
- Making decisions about which technology to use in projects;
- Participating in meetings with clients to understand the needs of the project to discuss with the team;
- Developing HTML, CSS and JS focusing on performance and accessibility;

#### Achievements:

- Prototyped and presented the interface of a system to the government of Brazil using front-end technologies and the proposal was successfully accepted;
- Improved front-end production time with the creation of boilerplates;

### **Web Designer**

Company: ORKEO

Oct 2013 – Dec 2014

I helped this startup to create the new design system for its product and to define digital marketing using Hubspot, SEO techniques and Google Ads.

#### Main responsibilities:

- Creating the Design System of the company: logo, style guide and UI components;
- Implementing interfaces using Angular and CSS preprocessors;
- Planning digital marketing strategies;
- Creating and maintaining the website of the startup using WordPress;

#### Achievements:

- Developed a Design System consistent from the ground up;
- Obtained leads and kept users engaged with the flow;

### **Web Designer**

Company: Mixd Internet

Dec 2012 – Jul 2013

I planned and created friendly interfaces through graphic software and front-end development with a focus on marketing, usability and accessibility.

#### Main responsibilities:

- Planning and creating interfaces using Photoshop;
- Developing the front-end using HTML/CSS and JS (mainly jQuery);
- Implementing accessibility according to W3C recommendations;
- Implementing On-page SEO techniques;

#### Achievements:

- Developed award-winning accessibility projects at events organized by W3C;
- Implemented landing pages that attracted many leads and helped companies to leverage their business;

### **Web Designer**

Company: OCTO TI  
Apr 2009 – Nov 2012

OCTO was my first professional experience as a web designer and I was able to learn a lot in this company at a time when the world of web development was changing a lot.

Main responsibilities:

- Researching new front-end technologies and conducting tests;
- Ensure front-end development between browsers (with support for IE6);
- Implementation of websites using WordPress;
- Development of websites with Responsive Web Design and SEO techniques;

Achievements:

- I implemented new technologies like tableless, responsive web design and jQuery and, consequently, helped to improve the flow of projects.

## Education

### **Multimedia Production Degree**

University Center Senac - Santo Amaro

### **Design Thinking and Usability Courses**

The Interaction Design Foundation (IDF)

### **User Experience Workshop**

FIAP

## Skills

- High Organization
- Attention to details
- Clear communication and problem-solving person
- Years of experience with HTML, CSS and JS, including new features and tools such as: ES6, CSS Grids, CSS preprocessors, React, Next.js, Gatsby.js, Storybook, Styled Components, Rest APIs, GraphQL and Test Automation.
- Solid UI / UX design skills: main design principles, user-centered design, accessibility and usability, W3C recommendations, emotional design and prototyping tools (Adobe UX and Photoshop).
- Knowledge about marketing digital: SEO techniques, email marketing, lead generation.
- Other skills: React native, mobile patterns, wordpress, task runners, webpack, docker, git and github.

## References

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