

DIEGO NOVAES

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[GITHUB](#)

[LINKEDIN](#)

SKILLS

Ruby on Rails, React, React Hooks, Redux, Node, Javascript, SQL, PostgreSQL, Git, HTML, CSS, Bootstrap, Figma

PROJECTS

Friendly (MongoDB, Express, ReactJS, Node, UI/UX)

[live](#) | [github](#)

Friendly is a platform to meet and create connections everyday. This project was created by a team of 5 developers

- Designed a clean and user-centered interface for the project on Figma
- Developed the HTML skeleton for all of the pages
- Styled the components according to the Figma prototype
- Applied many of the slices of the state into React components, such as in the Welcome Screen, Sidebars and Menus

Bubblegram (Rails, ReactJS, Redux, AWS S3, HTML, CSS, UI/UX, Render)

[live](#) | [github](#)

Bubblegram is a full-stack React/Redux/Rails clone of Instagram's web interface.

- Cloned the overall design of the project using Figma to generate complementary assets
- Developed a Rails server to serve the frontend with 3 full CRUD features and other minor features
- Developed the entire interface using React, React Hooks and Redux

LIBRA (Vanilla Javascript, API Fetch, Chart.js, HTML, CSS, UI/UX)

[live](#) | [github](#)

Libra is a price comparator between 6 different countries: Brazil, China, India, Spain, Russia and USA

- Integrated external API to fetch the most recent exchange rates for each country compared to US dollars
- Implemented Chart.js to generate the charts to demonstrate prices in USD in each country per product
- Designed and developed the interface using Figma and HTML, CSS and Vanilla JS

EXPERIENCE

Digital Marketing Lead

UNIFTC

Aug 2020 - Sep 2022

Developed and managed web presence, including websites, Facebook and Google accounts, email marketing and more

- Launched a new website entirely focused on SEO performance
- Created an automated report for digital media results using Google Data Studio, saving 3+ hours per week NOT having to generate each report manually

Marketing Coordinator

Educa Mais Brasil

Sep 2017 - Feb 2020

Developed the main website of the company (educamaisbrasil.com.br) and created many other websites related to education, to generate more traffic and expand the web presence

- YOY results for educamaisbrasil.com.br: increase in sessions by 154% from organic traffic
- Indexed over 700.000 keywords on Google for educamaisbrasil.com.br
- Achieved 6 out of 10 positions in the search page result for "educa mais brasil", a 1,000,000-volume keyword
- Managed the most extensive educational digital media account on Google and Facebook

Freelance Web Developer

Sep 2012 - Current

- Created dozens of websites visited by thousands of people every year
- Developed websites using Wordpress, PHP, HTML and CSS
- Designed the layouts and user experiences of the websites
- Managed the customer relationship to understand their needs and demands
- Prioritized and fixed bugs, taking the initiative to implement new features based on feedback from users

EDUCATION

Full-stack Software Development - App Academy | Oct 2022 - Jan 2023 (San Francisco, USA)

Marketing MBA - FGV - *undação Getúlio Vargas* | 2012 (Rio de Janeiro, Brazil)

Graphic Design - Universidade Salvador | 2008 (Salvador, Brazil)