DIEGO NOVAES

+55 (71) 99992-9292   dsnovaes1@gmail.com   **PORTFOLIO**   **GITHUB**   **LINKEDIN**

SKILLS

Languages: Javascript, Ruby, SQL, HTML5, CSS3, PHP
Frameworks and Libraries: Ruby on Rails, React, React Hooks, Redux, Node, Bootstrap, PostgreSQL, WordPress, AWS
Tools and Practices: Git, Github, Webpack, TDD, Figma, Adobe Creative Suite

PROJECTS

Friendly   *(platform to meet and create connections everyday using MongoDB, Express, ReactJS, Node, UI/UX)*   live | github
- Led the front-end development on a team of 3 engineers, utilizing efficient git and pull request workflow in order to minimize potential merge conflicts.
- Designed and developed a clean, user-centric interface using Figma and HTML, including the creation of an HTML skeleton and styling of components to match the Figma prototype, resulting in an intuitive and interactive user experience (UX).
- Created real-time chat boxes by implementing dynamic React components to fetch endpoints from the websockets on the backend.
- Integrated Redux's global state to persist data across the backend and the frontend in the settings feature to update user information in real-time.

Bubblegram *(Instagram clone using Rails, ReactJS, Redux, Active Storage, AWS S3, HTML, CSS, UI/UX, Render)*   live | github
- Custom designed and developed a user-centric interface inspired by Instagram using React, React Hooks, and Redux, ensuring a dynamic and interactive user experience.
- Built and maintained a comprehensive Rails server, complete with full CRUD features and additional minor functionalities, providing a seamless and efficient user experience.
- Implemented reducers to transfer and persist data from the backend to the frontend where users create comments, likes, follows in real-time, allowing for a dynamic and interactive user experience (UX)

LIBRA *(price comparator between 6 different countries using Vanilla Javascript, API Fetch, Chart.js, HTML, CSS, UI/UX)*   live | github
- Integrated external API to fetch the most recent exchange rates for each country compared to US dollars
- Implemented and customized Chart.js to generate dynamic and interactive charts demonstrating prices in USD in each country
- Developed a highly interactive and user-friendly interface for a client using Figma, HTML, CSS, and Vanilla JavaScript, resulting in increased user engagement and interaction through customized design elements and intuitive navigation.

EXPERIENCE

Freelance Web Developer   Sep 2012 - Current
- Managed 15+ client relationships (beverage, tech, education industries), conducting needs analysis to customize website development, successfully delivering products within budget and deadline
- Developed and designed layouts for client websites using WordPress (PHP), HTML and CSS, resulting in 1M visitors per year
- Prioritized and fixed bugs, taking the initiative to implement new features based on user feedback

Digital Marketing Lead   *UNIFTC*   Aug 2020 - Sep 2022
- Led a team of fullstack engineers and content creators to launch a new website entirely focused on SEO performance by creating cleaner more efficient code and targeted keyword content.
- Streamlined reporting by converting manual marketing reports in Excel to an automated online dashboard of digital media results using Google Data Studio, saving 3+ hours per week

Marketing Coordinator   *Educa Mais Brasil*   Sep 2017 - Feb 2020
Developed websites (educamaisbrasil.com.br), increasing traffic by 154% and expanding the web presence across diverse audiences

EDUCATION

Full-stack Software Development - *App Academy* | Oct 2022 - Jan 2023 (San Francisco, USA)
MBA, Marketing - *Fundação Getúlio Vargas* | 2012 (Salvador, Brazil)
Graduate Degree, Ergonomics, Usability and Information Architecture - *PUC-Rio* | 2009 (Rio de Janeiro, Brazil)
Bachelor of Arts in Graphic Design - *Universidade Salvador* | 2008 (Salvador, Brazil)