



## <Senior Software Engineer/>

Hi, my name is **João Cercal** (BSc in Information Systems). I am passionate about creating innovative, scalable solutions that empower people to do what they love. I've become a PHP specialist with expertise in Golang and other languages, working with talented individuals worldwide. Since 2009, I've been a dedicated web developer and a certified Senior Software Engineer. ❤️

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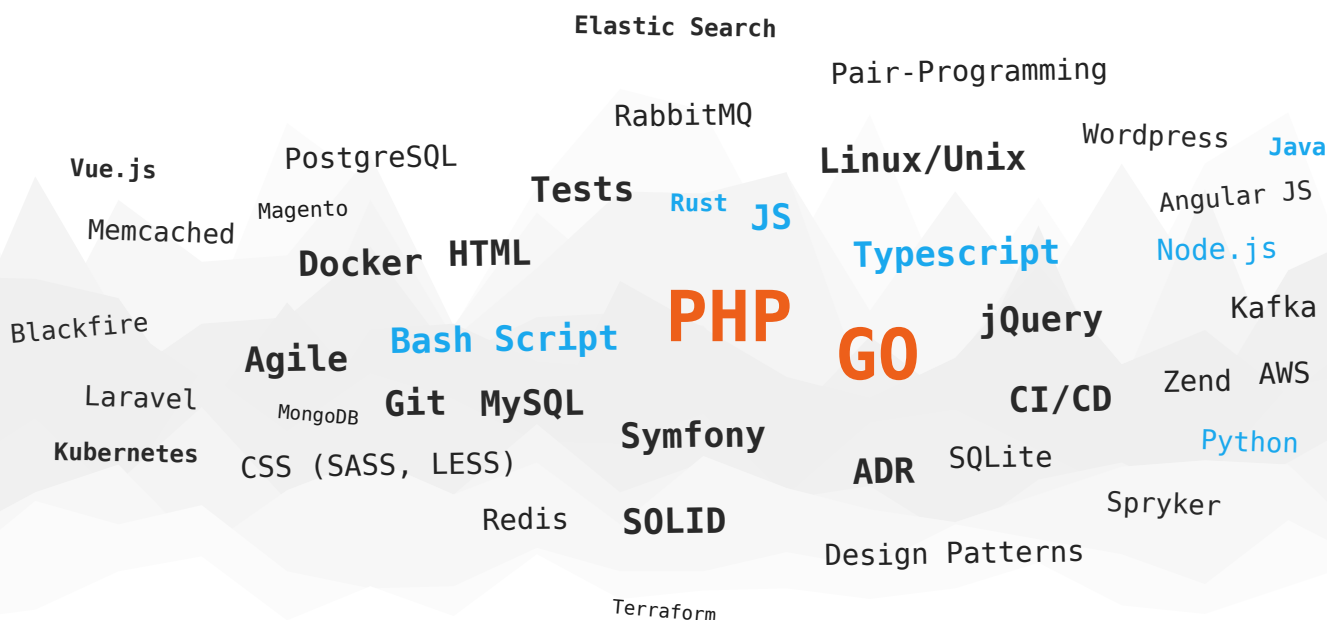
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## Skills

(some of the things I've been working with)

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## Latest Work Experience

(you can check previous positions on my linkedin profile)

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<?php echo "Senior Software Engineer at Emma (2024 - Present)";

Architected, designed, improved, and implemented Emma's technology components, boosting e-commerce performance by developing features in Golang and Java. This led to fast order processing with an event-driven architecture, enhancing the end-to-end purchase process, fewer bugs from better test coverage using testing containers, and streamlined service dependencies, reducing team conflicts;

Mentored junior developers, conducted code reviews, and fostered continuous learning, resulting in improved code quality, team cohesion, and development efficiency.

## <?php echo "Senior PHP Developer at Turbine Kreuzberg (2022 - 2024)";

Making the most of PHP and the Spryker framework/ecosystem to design, develop, and maintain robust e-commerce solutions, ensuring efficient operation of digital platforms;

Optimizing e-commerce performance through meticulous coding skills and a comprehensive understanding of the Spryker framework, which directly leads to enhanced user experiences, faster page load times, and increased conversion rates for our clients;

Collaboratively solving complex challenges within our agile development environment, actively collaborating with cross-functional teams to tackle intricate challenges, utilizing problem-solving skills and technical expertise to create innovative solutions that drive the success of our large-scale e-commerce projects.

## <?php echo "Senior Software Engineer at Spectrm (2020 - 2022)";

Making a significant impact on the market by helping top-tier companies engage consumers effectively through innovative chatbots on major messaging platforms. This resulted in substantial sales growth and strengthened brand loyalty;

By designing, developing, and launching scalable solutions to tackle intricate business challenges, with a lasting focus on scalability, I significantly improved operational efficiency, expanded the company's market presence, and ensured long-term adaptability, driving the business to new heights;

Led backend chapter meetings, mentored junior developers, and played a crucial role in defining migration strategies for essential platform changes;

Introduced architectural decision records (ADRs), conducted post-mortems, and facilitated lightning talks to promote a culture of continuous improvement within the engineering team.

## <?php echo "Senior PHP Developer at GetYourGuide (2018 - 2020)";

Impacting and changing the way how millions of travelers connect to the places they visit, using weekends, building relationships, visiting relatives, and discovering the world;

Aligning the product with technical decisions while having the customer at first, but also considering data over guessing have guided me to influence in a killer feature to contact us through WhatsApp in which our travelers can get support from their smartphones. It increased the second customer purchase metric considerably and helped us to retain customers;

Test-driven oriented, impacting the way that engineers see unit test bringing then, the quality of the product to the next level.