Eduardo Shiota Yasuda

eshiota.com | contato@eshiota.com | @shiota | linkedin.com/in/eshiota | github.com/eshiota

Background

I'm a front-end engineer and designer. Started developing pages in 1998, have been working with web development since 2002 and with design since 2005. I'm fluent in HTML, CSS and JavaScript development and I have knowledge on the server-side languages (studied Computer Science for 2 and a half years).

I graduated in Arts, so I also have skills in print, type, and web design. My main design skill is crafting engaging and optimal User Experience, applying Information Architecture and User-Centered Design concepts.

I also speak at some companies and technology events, giving presentations about Front-end techniques and optimizations, team collaboration (specially in agile environments) and User Experience.

Education

BA in Design – Visual Communications (2006 ~ 2010)
Centro Universitário Senac

BSc in Computer Science (2003 ~ quit in 2005)
Universidade de São Paulo - IME-USP

Experience

Baby.com.br (MAY/2012 ~ current)
http://www.baby.com.br/
I'm responsible for the engineering of Baby.com.br's front-end: scalable and testable JavaScript architecture, modular CSS, semantic markup, and client-side performance. We work on top of a true agile, lean process, with constant communication between design, development, ops teams and the PO. I also help defining some UX concepts like information architecture and interaction design.

Agência Ginga (NOV/2011 ~ FEV/2012)
http://www.agenciaginga.com.br/
I've developed interfaces for projects with high level of user interactions, built upon semantic HTML, solid JavaScript foundations, CSS3 animations, Media Queries and Ruby on Rails. I've also gave coaching to other developers regarding UX and Front-end best practices.

MIH SWAT (JAN/2010 ~ SEP/2011)
http://www.mihswat.com/
SWAT (Strategic Worldwide Applications and Technologies) is a R&D team at MIH Group.
My responsibilities included: front-end development coordination, front-end development within PHP projects (Zend, Smarty), JavaScript programming (using jQuery and PureMVC) with external APIs consuming, layout creation, User Experience and reviewing new technologies.
I also gave lectures to the team and to MIH companies about front-end best practices and workflow.

We Do IT (AUG/2009 ~ DEC/2009)
www.w2it.com.br

Internet Agency. My responsibilities included: front-end engineering coordination, HTML and CSS coding within Ruby on Rails and PHP projects, JavaScript and ActionScript programming, and layout creation.

WebCo Internet / Abril Digital (APR/2008 ~ AUG/2009)
www.abril.com

Abril's IT Area. My responsibilities included: front-end engineering coordination, HTML and CSS coding within Ruby on Rails projects, and JavaScript programming. Products were focused on Social Networking.

Ikwa Orientação Profissional (AUG/2007 ~ APR/2008)
www.ikwa.com.br

Social network focused on professional orientation. My responsibilities included: HTML and CSS coding within a Ruby on Rails project, JavaScript and ActionScript programming, Flash animations, and layout creation.

UOL S/A (DEC/2004 ~ APR/2005)
www.uol.com.br

Internship in IT area developing and testing C++ products.

Skills

Programming languages
JavaScript (jQuery, MV* frameworks, Vanilla)
Ruby
PHP (Basic)

Markup and presentation languages
HTML5
CSS3

Good practices
TDD, BDD, JavaScript Patterns, modular CSS (OOCSS/SMACSS concepts), client-side performance

Multimedia / DTP
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Flash
Omnigraffle

Design
Print Design
Web Design
Type Design
Information Architecture

Version control systems
Subversion, Git

Project management methodologies
Scrum, Lean, Kanban

Events spoken at

Front In Rio 2013
"The Front-end Development Challenges on an E-commerce Platform"

SampaJS 3.1
"Modular and Event-driven JavaScript"

Congresso E-Commerce Brasil 2013
"Analyzing, Adapting, and Improving an E-commerce's Information Architecture"

OlhóSEO Florianópolis 2013
"The Front-end Development Challenges on an E-commerce Platform"

Dev in Sampa 2012
"Responsive Web Design and the Web Ubiquity"

RubyConf Brazil 2012
"Front-end Architecture on Large Scale Applications (Rails Edition)"

Tableless Conf 2012
"Front-end Architecture on Large Scale Applications"

QCon 2012
"Responsive Web Design and the Web Ubiquity"

TDC 2012
"Front-end Architecture on Large Scale Applications"

Dev in Vale 2011
"User Experience for Developers"

Dev in Sampa 2011
"User Experience for Developers"

PechaKucha Night Vol. 8
"Sushi + Interface Design"

Dev in Sampa 2010
"Design and User Interface inside the world of development"

Noteworthy mentions

php|architect - Developing Websites for Users, Not Machines
Article published on May 2012 issue

FWA Mobile Site of the Day - Agência Ginga's website
April 2012

Design School Confidential: Extraordinary Class Projects from the International Design Schools, Colleges and Institutes
Design Book
Featured typeface: Adondis Regular (page 147)

B.A. thesis
FontPaedia: Digital interface project for font search and classification
Highest score by thesis committee

Languages

English – Fluent
Certified by Aspect International Language Academy - Chicago, IL
Oral Communication Skills: 4 Advanced Professional
Written Communication Skills: 4+ Advanced Professional Plus

Japanese – Intermediate
Basic 5 Level by CAVC Language Courses - FEA-USP
Level 4 by International Japanese Language Proficiency Exam (Nihongo Noryoku Shiken)