

# Fábio Aleixo

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## GOAL

Web Developer  
Front-End Specialist

## EDUCATION

### USP - Universidade de São Paulo (ECA)

Digital Marketing and Communication  
Sep. to Dec. 2019  
(on course)

### Universidade Presbiteriana Mackenzie (Bachelor's degree)

Design  
2001 to 2005

### Goobec

Google Analytics  
Advanced  
Oct. to Nov. 2017

## KEY STRENGTHS

**A front-end web developer with over 15 years experience** building multi-device applications, websites and online media, **providing digital solutions** for direct clients in several market segments and advertising agencies.

Advanced knowledge in **HTML5, CSS3 and JS**, writing clean and logic codes applying web standards and best practices.

**Project leadership abilities** and management account skills. Experienced in mentoring colleagues, delegating workloads, **developing fully responsive mobile-first websites and SEO optimized web interfaces**, providing project budgets, deadline schedules and data analyses, participating in pitch work and conceptual brainstorming.

**Ability to interact closely with the whole team** including designers, back-end and mobile engineers to ensure flowness and implementation of complex applications.

An imaginative thinker and **a creative problem solver with a meticulous eye for details. Excellent relationship** with clients, peers and the leadership to provide successful solutions. Good ability to work in teams and **follow evolving industry trends**.

Eager to make a better internet for everyone by **delivering excellent user experiences** with the **latest technologies and techniques**.

## WORK EXPERIENCE

### Dále Ideiaz – Senior Web Developer Apr. 2018 - Oct. 2019

Running the digital department and interacting with all teams.  
Main attributions:

- offer projects of site optimization, performance and SEO,
- participate in the planning and producing process,
- help clients on strategy meetings,
- develop QA,
- give assistance to the UX team,
- manage development (in-house or outsourced),
- run the daily flow of jobs,
- provide clients' reports and complete analyses.

## TOP SKILLS

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HTML5  
CSS3  
JavaScript  
jQuery  
VUE.js  
SEO  
UX Knowledge  
WCAG2.0  
Photoshop  
Illustrator  
Flash for HTML5 Ads  
Google Analytics, Tag  
Manager and Data Studio

## LANGUAGE SPOKEN

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Fluent English  
Basic Italian

### **Fábio Aleixo ME – Web Developer/ Owner**

***Since Jan. 2014***

Offer a complete digital solution for clients and agencies, creating and producing websites and media optimizations.

Main attributions:

- manage clients' account operation and advise on digital strategies,
- provide resource planning and budget estimation,
- liaise closely with UX, creative and project managers,
- create architecture foundation codes for fully responsive, multilingual web platforms,
- build prototypes for usability testing and pitches,
- carry out code reviews and set training objectives,
- provide data analyses.

### **Think Business – Web Developer**

***Jan. 2013 to Dec. 2013***

Provided web solutions focused on IT companies such as IBM, Microsoft, Symantec and HP.

### **Brandworks – Web Developer/ Account Manager**

***Jan. 2012 to Dec. 2012***

Developed digital promotional campaigns and advertising solutions. Major clients: Danone, Kaspersky and AmBev.

### **Acesso Design Digital – Web Developer/ Owner**

***May 2006 to Dec. 2011***

Offered digital solutions based on web applications for agencies without web department.

Main attributions:

- coordinated clients' jobs,
  - developed digital solutions,
  - worked as a project manager,
  - drew UX layouts and built codes for websites and media online,
- Major clients: AmBev, Santander, TetraPak, Gol Linhas Aéreas and Óticas Carol.

### **Benchmark Design - Front-End Specialist**

***May 2004 to May 2006***

Developed websites and media online.

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