FRANCISCO SOLLA

Senior Frontend Software Engineer

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Summary

With 8+ years of experience building high-performance, scalable web and mobile applications across SaaS, B2B marketplaces, and consumer platforms. Skilled in React, React Native, Next.js, TypeScript, and other modern tools, with a proven track record of leading product feature development, improving Core Web Vitals, and contributing to large-scale design system initiatives.

With international experience across Brazil, France, and remote-first teams. Comfortable thriving in asynchronous, ownership-driven environments.

Now focused on applying this experience to Web3. Motivated to help decentralized technologies reach more people by building accessible, trustworthy, and high-quality user experiences.

Engineering Mindset

I lead features from concept to delivery and **document decisions so future contributors understand the "why"**.

I advocate for thoughtful, well-tested design systems that **enable fast, confident development**.

We should document architectural directives to reduce the amount of decisions we have to make while coding. **Remove the noise as much as possible**.

I'm convinced that **great software is built on great communication**. We need lively, proactive and honest communication — to surface risks early, identify knowledge gaps, and avoid misalignment.

WORK EXPERIENCE

Gorgias

Senior Frontend Software Engineer

📅 08/2024 - 12/2024

As the lead frontend engineer on the billing team, I was responsible for planning, implementing and maintaining all billing features at Gorgias. A SaaS helpdesk platform for over 12,000 Shopify and BigCommerce merchants, focused on automating customer support and boosting revenue through AI and integrations.

- *Stripe Elements Integration* – Led the refactor of billing address and payment method forms using Stripe Elements, replacing deprecated APIs and aligning with modern compliance and security standards.
- *Tax ID Collection* – Integrated Tax ID validation for Europe, Canada, Australia, and the US into the checkout flow to comply with international tax regulations and reduce failed payments.
- *Error Page Overhaul* – Delivered custom 404 and 50x error pages via frontend, backend, and nginx, improving user experience and maintaining brand reliability during outages.
- *Expanded Test Coverage* – Introduced frontend testing best practices and implemented critical billing path tests with Playwright and RTL during my first weeks, contributing to product stability and team quality culture.
- *Design System Contribution* – Unified all button components into a single reusable component aligned with Gorgia's design system guidelines, and replaced all legacy button usage across the company's codebase with the new standardized version.

SKILLS

Languages	**Testing**
JavaScript	Jest
TypeScript	React Testing Library
HTML	Cypress
Frameworks	Playwright
React	Storybook
Next.js	**State Management**
React Native	React Query
Expo	Redux
Styling	RxJS
CSS	React Hooks
Tailwind	React Hook Form
Styled Components	Axios

LANGUAGES

English
Full Working Proficiency
● ● ● ● ●

French
Intermediate
● ● ●

Spanish
Intermediate
● ● ●

Portuguese
Native
● ● ● ● ●

EDUCATION

UNICAMP

Master's Degree, Mechatronics Engineering
2023, Brazil
Final thesis: Developed Reach, a geo-localized social network built in React Native.

ADDITIONAL

Apple Developer Academy
Instituto Eldorado   📅 2015

Exchange at ENIB, Mechatronics Engineering
ENIB, France   📅 2016 - 2017

WORK EXPERIENCE

Xometry
Senior Frontend Software Engineer
📅 07/2024 - Current

Global digital marketplace for on-demand manufacturing that connects thousands of buyers with a worldwide supplier network; acquired Thomasnet, the leading industrial sourcing platform, in 2021.

- *Modernized styling* – migrated the entire Supplier Discovery App from Emotion to Loft HTML + CSS Modules, cutting bundle size and trimming first-load time while simplifying theming.
- *Accelerated auth flow* – unified useAuth state, removed a re-rendering modal context, and introduced a registration wall, eliminating redundant fetches and boosting log-in responsiveness and conversion.
- *Lifted Core Web Vitals* – purged unused code/libs, fixed context-selector misuse, and shifted resize logic to pure CSS, improving CLS/FID and clearing all "poor URL" flags in Google Search Console.
- *Strengthened SEO* – rebuilt internal link architecture and followability, increasing organic traffic and session depth for industrial buyers.
- *Reduced tech debt* – spearheading phased migration of legacy PHP pages to React, unifying the codebase and enabling faster feature delivery across Rank Ravens squad.

Faire
Frontend Software Engineer
📅 04/2022 - 11/2023

As part of the "Insider" team, responsible for the subscription program offering exclusive benefits at Faire. A Canadian B2B marketplace connecting over 100,000 independent brands with retailers across more than 50,000 cities in Canada, USA, UK, Europe, and Australia.

- Successfully introduced the Insider program to the European market. Applying education/communication phases, A/B testing and handling specificities of each European country.
- Coordinated the project to establish specific terms for the Insider program, separating them from Faire's general terms, which improved clarity for users and strengthened the program's legal framework.
- Transitioned Insider's code from JavaScript to TypeScript and from MobX to React Hooks.
- Led the initiative to increase the Insider's test coverage from 60% to over 90%, positioning the team among the top 2% in the company in terms of code quality. This project significantly reduced the incidence of bugs.
- Increased the Insider's marketing loading retention rate from 40% to 80% by identifying performance issues and migrating it to SSR.

iFood
Frontend Software Engineer
📅 07/2021 - 04/2022

Within the "Groceries" team, launched the new delivery of groceries, pharmacies, pet shops, and beverages categories at iFood. The leader in Brazil's delivery market, serving over 43 million customers, with over 80 million monthly orders across more than 1,700 cities.

- Implemented the virtualization of the store items lists to handle the hundreds of products in groceries stores.
- Restructured the shopping cart state management system, reducing the update time from 3 seconds to less than 1 second after adding an item.
- Relaunched iFood's homepage and navigation bar integrating the new delivery categories with the pre-existing restaurants category.
- Contributed to iFood's codebase migration from JavaScript to TypeScript.
- I led the development of a groceries delivery service MVP targeting lower income classes, implementing group purchase to cut delivery costs, deploying the first version in just two weeks.

Onebrain
Frontend Software Engineer - Mobile
📅 09/2018 - 06/2021

Contributed to web and mobile development using React and React Native, delivering hybrid apps for logistics, marketplace, and event solutions. Led deployments to Play Store and App Store, with full-stack involvement in design, engineering, and delivery.

- Biothanks (Lead Developer): Built and launched two React Native mobile apps — one for users to request waste collection, and another for collectors to manage tasks. Implemented real-time tracking, Firebase-based push notifications, and coordinated backend integration. Also developed the admin dashboard in React. Oversaw the entire delivery process, including app store approvals and client collaboration.
- Picktow: Contributed to the development of this React Native app connecting drivers with on-demand auto support. Focused on service request flows and the affiliate-provider experience. The app acts as a decentralized auto insurance model, coordinating users and support teams across Brazil.
- Event MVP (Laroc): Helped design and led the implementation of a React Native MVP for drink ordering and payments at a high-volume party venue.
- Petz Logistics: Contributed to a logistics app for the Petz pet shop chain, focusing on internal tool improvements.