

Joao Freza Foltran

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SUMMARY

Adaptable Software Engineer with strong background in architecting, developing and maintaining large-scale mobile applications, as well as devising automations to improve software workflow. Also a passionate writer of tech content, and an active part of the software community.

EXPERIENCE

SOFTWARE ENGINEER, SNAPCHAT, NEW YORK, NY – JAN 2024 - PRESENT

- Led the Android development for Snapchat's in-app campaign platform, driving a 23% increase in campaign click-through rates and supporting active user growth.
- Engineered a full-stack web application using React and Java for campaign onboarding and performance monitoring, reducing campaign setup time by 70% and providing real-time analytics to stakeholders.
- Collaborated with the Chat team to integrate campaigns with sponsored snaps, supporting 14% increase in ad revenue and ensuring no degradation of core performance metrics.
- Migrated campaign backend infrastructure to a dedicated AWS server, enabling the integration of machine learning models for fine-tuned campaign recommendations.
- Maintained a > 99.9% average SLA for critical login and registration flows by promptly root-causing and resolving incidents with peers while on-call
- Worked closely with product managers to plan, execute and AB test features to reduce friction in login and sign up flows of Snapchat.

MOBILE SOFTWARE ENGINEER, AMI ENTERTAINMENT, CHICAGO, IL – SEPT 2022 - DEC 2023

- Primary Android engineer supporting AMI Play and AMI Copilot apps, with 5 million users.
- Developed new features for mobile apps with business and design teams to fulfill customer needs.
- Devised automations to analyze code quality and streamline application deployment, saving >10h in code review and deployment weekly.
- Reviewed and modified unit and integration tests to improve software quality and reliability.
- Launched and led AMI's tech blog, peer reviewing content and managing publications.

ANDROID ENGINEER, PAGSEGURO, SÃO PAULO, BRAZIL – OCT 2021 - SEPT 2022

- Managed end to end feature development for leading Brazilian mobile payment app with over 50 millions of users, including design, development, deployment and production support.
- Ensured UX consistency across different applications by building common libraries.
- Improved CI and CD pipelines to ensure smooth code review and deploy processes.

SOFTWARE ENGINEER, SNOWFOX AI, HALIFAX, CANADA - AUG 2020 - OCT 2021

- Designed and developed Python API to deliver marketing campaigns more efficiently, saving hundreds of dollars weekly.
- Developed Flask dashboard to track marketing campaign ROI and usage analytics.

SOFTWARE ENGINEER (CONTRACT), JULIUS BAER, SÃO PAULO, BRAZIL - AUG 2020 - OCT 2021

- Developed a React Native and web app with shared codebase for clients to manage investment portfolios of over 30 million Reals.
- Migrated native mobile apps in Java and Objective C, while fixing security vulnerabilities.

SYSTEM ADMINISTRATOR, DOIT, MADISON, WI - JAN 2018 - AUG 2020

- Improved API used by Canvas question engine software to meet network security protocols.
- Resolved database issues causing downtime in Canvas, providing users more reliable experience.
- Lead consultant team to support large-scale use of Canvas, including API configuration and content authoring.

EDUCATION

BACHELOR OF SCIENCE, UNIVERSITY OF WISCONSIN - MADISON, MAY 2019

- Electrical Engineering GPA 3.94/4.0 Dean's List
- Mathematics GPA 3.94/4.0 Dean's List

LANGUAGES

- English (Fluent) | Portuguese (Fluent)