Gustavo Fonseca

Front-End Engineer

Phone:+55 (11) 94047-7780 E-mail: gus.fonnseca@gmail.com Github: https://github.com/fscgustavo

LinkedIn: https://www.linkedin.com/in/fonseca-gustavo

SUMMARY

- Frontend Engineer with 4+ years of experience in Brazil's top retail companies, specializing in design system development and web optimizations.
- Achieved a 40% boost in developer productivity through a unified design system and significantly enhanced e-commerce platforms, driving organic traffic with effective SEO strategies.
- Pioneered customer-centric e-commerce features, reducing customer service calls and elevating customer satisfaction, while continuously introducing innovations and best practices to technical teams.

SKILLS

React.js, Next.js, TypeScript, JavaScript, Node.js, CSS, HTML5, GraphQL, Unit Testing, Integration Testing, Playwright, Jest, Storybook, Design System, SEO, Google Analytics, Git, GitHub

WORK EXPERIENCE

Tok&Stok   **São Paulo, BR**
Frontend Engineer   *Sep 2021 - Nov 2023*

Tok&Stok is one of Brazil's largest furniture and home decor retailers, renowned for its contemporary designs and widespread presence nationwide.

- Created a design system that standardized the e-commerce design, increasing developer productivity by 40%
- Rebuilt the B2C e-commerce, increasing performance and reducing errors occurrences
- Actively participated in code reviews and provided constructive feedback, fostering a culture of knowledge sharing and continuous improvement.
- Implemented a comprehensive SEO strategy incorporating on-page optimization, meta tag improvements, and clean URL structures, improving the organic search traffic.

Grupo SBF   **São Paulo, BR**
Frontend Engineer   *Jan 2020 - Sep 2021*

The Grupo SBF is a prominent retail conglomerate that owns major sportswear brands and operates a vast network of stores, including Centauro and Nike Brazil.

- Contributed to the creation of a design system, which served both the Nike and Centauro e-commerces, increasing developer efficiency
- Built features that enabled customers to cancel and return items directly from the Centauro's website, reducing customer service calls and increasing customer satisfaction
- Rebuilt the voucher platform, order list, and order details of Centauro, all from .NET to React, making the platform easier to use and more performant
- Presented to the Guild, introducing new technologies and suggesting improvements
- Built the order, voucher, and attendance pages for Nike Brazil's e-commerce platform from scratch using Next.js, following the Figma prototypes

EDUCATION

Mackenzie Presbyterian University, São Paulo   **São Paulo, BR**
B.S., Computer Science   *Graduation Date: Dec 2022*

LANGUAGES

- English - Advanced;
- Portuguese - Native Speaker