

# Guilherme Passos

## Senior Software Engineer | Flutter Specialist

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### SUMMARY

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Senior Flutter Developer with 7+ years of experience building and scaling mobile apps and games from scratch to live operations.

I've developed, launched, and maintained mobile products that reached 12M+ downloads worldwide, including titles with 5M+ downloads and award-winning projects recognized by Google Play programs. I've worked end-to-end on my own products, owning everything from architecture and development to publishing, monetization, analytics, and Live Ops.

Deep expertise in Flutter rendering behavior, modular architecture design, async state management, and performance optimization for production environments.

Focused on hands-on engineering, solving hard technical problems, and architecting scalable mobile platforms with long-term maintainability.

I am proficient in English.

### PROJECTS

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#### Magic Sort - Indie Games Accelerator 2024 Winner

<https://appmagic.rocks/google-play/magic-sort/com.blu.wsp>

Hybrid casual puzzle game developed in partnership with Wildlife Studios. Selected for the Google Play Indie Games Accelerator 2024 program, with 1M+ downloads and live-ops driven monetization systems.

- Led high-performance UI architecture.
- Built monetization pipelines using Firebase Remote Config and A/B testing, improving engagement and revenue performance.
- Architected and stabilized a high-performance Flutter codebase optimized for low-end Android devices, focusing on rendering efficiency, memory footprint reduction, and frame stability through deep profiling and refactoring.
- Implemented event-driven state management and feature isolation to support scalable Live Ops releases.

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#### Rabit - Google Play Best of 2021

<https://appmagic.rocks/google-play/rabit/com.blu.rabito>

Gamified habit tracker that reached 5M+ downloads and ranked #2 App of the Year 2021 (Google Play Brazil).

- Developed core engagement systems including push notifications, streak logic, Firestore sync, and high-performance animated UI.
- Implemented data-driven retention features that significantly improved user engagement and long-term retention.

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#### Capy - Self-Care Pet - AI-Powered Virtual Wellness Companion

<https://appmagic.rocks/iphone/capy-self-care-pet/6739744609>

AI-powered self-care mobile application featuring a virtual pet driven by OpenAI APIs, combining habit tracking, mood journaling, and intelligent conversational interactions.

- Built scalable daily engagement loops using push notifications and behavioral tracking, improving retention and reinforcing consistent user habits.
- Led high-performance UI architecture.

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#### Farm vs Aliens - Indie Games Fund 2023 Winner

<https://play.google.com/store/apps/details?gl=US&hl=en-US&id=com.blu.farmvsaliens>

Mobile game combining merge mechanics and tower defense systems, backed by Google Play Indie Games Fund 2023.

- Led product direction and designed the core gameplay loop.
- Oversaw feature prioritization and implementation strategy, contributing to the studio securing fund backing.

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#### Cups

<https://appmagic.rocks/ipad/cups/1541421297>

Water sort puzzle game with 4.5M+ downloads and strong traction in the US market, developed in partnership with Homa Games.

- Implemented the full UI layer and monetization systems.
- Co-led performance optimization initiatives reducing frame build time and improving performance on low-end devices.

# EXPERIENCE

## Co-founder & Senior Flutter Engineer

### Blu Studios

2019 - 2026  
<https://blury.studio/>

- Independent mobile game studio building scalable consumer apps and hybrid casual games with millions of downloads worldwide.
- Built and scaled multiple mobile apps and games totaling 12M+ downloads worldwide.
  - Architected scalable Flutter applications supporting millions of users.
  - Executed deep performance optimization initiatives, reducing ANR rates from approximately 30% to below 2% and improving frame rendering stability on low-end Android devices.
  - Designed and implemented live ops systems (Battle Pass, Leaderboards, Events, Ranking Systems).
  - Improved D1 retention from approximately 25% to approximately 40% through UX performance tuning and data-driven iteration.
  - Reduced APK size by 45% through asset restructuring, rendering optimizations, and build configuration improvements.
  - Integrated Firebase (Analytics, Firestore, Remote Config, Crashlytics, Cloud Messaging).
  - Implemented monetization systems (Rewarded Ads, Interstitials, IAP) achieving high eCPM performance.
  - Co-owned the full product lifecycle: architecture, development, CI/CD, publishing, ASO, live ops, store compliance.
  - Co-led fully remote teams of up to 14 members.
  - Established partnerships with Wildlife Studios and Homa Games.

## Desktop Developer

### VX Case

2018 - 2019  
<https://www.vxcase.com.br/>

- Enterprise software company focused on e-commerce and retail solutions.
- Developed desktop applications using TypeScript, Angular, and VTEX.
  - Built reusable UI components improving maintainability and scalability.
  - Collaborated with senior engineers to integrate frontend and backend systems.
  - Contributed to performance improvements and design consistency.

# SKILLS

## Core Engineering

|                 |                  |            |                    |          |          |      |      |     |     |
|-----------------|------------------|------------|--------------------|----------|----------|------|------|-----|-----|
| Flutter         | Flutter          | Dart       | Clean Architecture | SOLID    | DDD      | TDD  | KISS | DRY | OOP |
| Design Patterns | State Management | BLoC       | Cubit              | Riverpod | Provider | GetX | MobX |     |     |
| REST APIs       | WebSockets       | Unit Tests | Widget Tests       |          |          |      |      |     |     |

## Architecture & Backend Systems

|                            |                |                        |                   |               |           |               |  |  |  |
|----------------------------|----------------|------------------------|-------------------|---------------|-----------|---------------|--|--|--|
| Feature-First Architecture | DI             | GetIt                  | Modular           | Provider      | Supabase  | Isar Database |  |  |  |
| Hive Database              | Drift Database | Firebase Auth          | Firestore         | Remote Config | Analytics | Crashlytics   |  |  |  |
| Realtime Database          | FCM            | Firebase Cloud Storage | Platform Channels | Android       | iOS       |               |  |  |  |

## DevOps, Observability & Production

|                          |                       |                       |                           |            |        |               |  |  |  |
|--------------------------|-----------------------|-----------------------|---------------------------|------------|--------|---------------|--|--|--|
| CI/CD Pipelines          | CodeMagic             | Fastlane              | Firebase App Distribution | Git        | GitHub | Build Flavors |  |  |  |
| Performance Optimization | Crash & ANR Reduction | Memory Leak Debugging | NewRelic                  | Optimizely |        |               |  |  |  |
| Braze                    | Rive                  |                       |                           |            |        |               |  |  |  |