Gustavo Leindecker Pereira

Senior Front-end Engineer

+55 51 991363037
gustalp@gmail.com
https://gusleindecker.dev
https://www.linkedin.com/in/gusleindecker/
Porto Alegre, Rio Grande do Sul, Brazil

PROFESSIONAL SUMMARY

Senior Frontend Engineer with deep expertise in **Vue.js**, **Nuxt**, **React**, **Next.js**, **TypeScript**, **JavaScript (ES6+/ESNext)**, **HTML5**, **CSS3 (Sass/Tailwind)**, and modern build/test tools like **Vite**, **Webpack**, **Vitest**, and **Jest**. Proven track record leading architecture and delivery of high-traffic web apps, boosting performance and enhancing UX. Built scalable UI libraries and design systems, driving developer efficiency and product consistency. A collaborative team player in Agile settings, active in code reviews, CI/CD, and mentoring. Focused on aligning technical execution with product impact to build robust, user-centric frontends.

EXPERIENCE

July 2024 - June 2025

Team Leader
Software Mind

- Managed a team of 6 consultants across diverse projects.
- Provided technical mentorship and individual support, facilitating both personal and professional growth.
- Held regular 1:1s and team syncs to ensure alignment, resolve blockers, and foster a collaborative, high-performing environment.
- Played a key role in maintaining team morale and cohesion, ensuring smooth project execution and consistent delivery.

July 2022 - June 2025

Senior Front-end Engineer
Software Mind - working for DealerOn

- Contributed to the development and modernization of CMS platforms used by thousands of automotive dealerships.
- Led the creation of **reusable UI libraries** and internal **npm packages**, boosting consistency and delivery speed.
- Enhanced and maintained CMS tools, improved **performance and scalability**, and introduced **modern frontend practices** to legacy codebases.
- Drove **unit testing adoption** and mentored teams, helping reduce bugs and raise code quality.
- Played a key role in elevating developer experience and establishing engineering standards that scaled with company growth.

July 2021 - June 2022

Senior Front-end Engineer
Software Mind - working for Oliver Wyman

- Worked on MultiRail Web, a strategic freight planning tool. Translated complex requirements into performant, user-friendly interfaces using **Vue.js**, **Highcharts**, **Mapbox**, and **AG-Grid**.
- Built scalable UI components, implemented **unit testing**, and helped refine UX for advanced features like **scenario simulation** and **capacity planning**.
- Contributed to frontend best practices and improved design-to-dev handoff, enhancing overall delivery quality.

October 2019 - July 2022

Senior Software Engineer - Front-end Specialist
ADP

- Contributed to internal tools that supported **incident tracking and monitoring** across ADP's software ecosystem.
- Built and maintained **Vue.js-based UI component libraries**, enabling reuse and consistency across multiple internal apps.

- Developed tools like **Incident Tracker** and monitoring dashboards, focusing on **performance, reliability**, and a smooth developer experience.
- Implemented **comprehensive unit testing** aligned with team quality gates, ensuring code robustness and maintainability.

July 2017 - October 2019   **Senior Software Engineer - Front-end Specialist**
DELL Technologies

- Contributed to **Customer Portal**, a key app in the **Dell Financial Services (DFS)** ecosystem that enabled consumers, small businesses, and enterprises to manage their financial accounts in the US. The project stood out for its forward-thinking design and improved UX, marking a notable step forward in DELL's digital customer experience at the time.
- Built modern, responsive UIs using **Angular.js**, **Angular Material**, **Sass**, and **HTML5**, integrated with **Salesforce** backends.
- Wrote unit tests with **Jest**, **Mocha**, and **Chai**, ensuring reliability and performance.

September 2015 - July 2017   **Senior Frontend Developer**
Stefanini Group

- Worked as a consultant for **DELL Technologies** on the **TNT team**, focusing on developing A/B tests across DELL's global e-commerce sites.
- Used **Adobe Target** to inject and manage UI variations, requiring advanced **JavaScript** skills to dynamically modify complex user interfaces without access to the underlying codebase.
- Used and developed strong problem-solving abilities and further sharpened proficiency in vanilla JavaScript for real-time, data-driven experimentation at scale.

EDUCATION

January 1994 - January 1999   **Bachelor's Degree in Social Communication (Advertising)**
Pontifícia Universidade Católica do Rio Grande do Sul (PUCRS)

TRAINING & CERTIFICATIONS

1999   **Intensive Course in Marketing**
ESPM (School of Advertising and Marketing), Porto Alegre, RS, Brazil

SKILLS

- JavaScript
- TypeScript
- HTML5
- CSS3
- Vue.js
- React
- Nuxt
- Next.js
- Web Components
- Lit
- Tailwind CSS
- Sass
- Node.js
- Express.js
- Git
- Webpack
- Vite
- Vitest
- Jest
- ESLint
- Prettier
- REST APIs
- Vercel
- Figma
- Adobe XD
- Responsive Design
- Web Performance
- SEO
- Accessibility

LANGUAGES

Portuguese
Native

English
Advanced - Full professional proficiency

Spanish
Intermediate