

# Adriana Paiva

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## PROFESSIONAL SUMMARY

**Software Developer** specialized in web applications, backed by **8 years** in project management and digital strategy within the **U.S.** marketing industry. Delivered marketing projects with **99%** client satisfaction and achieved **58%** annual ROI growth, demonstrating adaptability and client focus. Expertise in **Front-end** development using **TypeScript, React.js and Node.js**.

## CORE COMPETENCIES

**PROGRAMMING LANGUAGES :** JavaScript | TypeScript | Python  
**FRAMEWORKS:** React.js | Next.js | Express.js  
**BACK-END:** Node.js | REST APIs  
**DATABASES & DATA:** SQL | MySQL | MongoDB  
**DEVELOPER TOOLS:** Git | GitHub | Cloud Services  
**SPEAKING LANGUAGES:** Portuguese (C2) | English (C2) | Spanish (B1)

## PROJECTS

**Construction Business Web Application**  
*TypeScript, React.js, Tailwind CSS, Cloudinary - Current*  
Developed a responsive website and am currently implementing an estimate calculator and invoice generator, which can increase in **80%** stakeholders' productivity and streamlined customer acquisition.

**Clothing E-Commerce Platform**  
*JavaScript, MongoDB, Express.js, React.js, Node.js - Current*  
Developed a scalable e-commerce platform featuring secure user authentication, an admin panel, a shopping cart, and payment integration. Which improve user experience by **70%** and operational efficiency by **60%**.

## PROFESSIONAL EXPERIENCE

**Software Developer**  
*Independent Consultant - Toronto, Canada | May 2024 - Present*

- Designed and implemented **20+** end-to-end web applications ensuring seamless interaction between **front-end** and **back-end** systems.
- Contributed to **open source** projects on GitHub by developing features, fixing bugs, and improving documentation.
- Debugged, enhanced and maintained applications, driving continuous improvements and delivering an exceptional **user experience** across the development lifecycle.

**Creative Director & Digital Strategist**  
*Independent Consultant - Texas, United States | 2016 - 2024*

- Implemented data-driven strategies driving a **20%** improvement in client conversion rates.
- Collaborated with over **168 teams** over 8 years to execute **omni-channel marketing** initiatives.
- Maintained **8-17%** repeat business rate over **8 years**, demonstrating strong client satisfaction.

## EDUCATION & CERTIFICATES

**Front-End Development | FreeCodeCamp - USA | 2024**

**Bachelor of Science | Pontifícia Universidade Católica - MG/Brazil | 2012 - 2014**  
Major: Mechanical Engineering