Adriana Paiva

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Work Experience

Software Developer, Independent Consultant
Toronto, Canada | May 2024 - Present
- Developed **30+** web applications, integrating responsive **front-end** and efficient **back-end** systems, reducing client deployment time by **50%**.
- Contributed to **open-source** projects on **GitHub**, implementing features and resolving bugs, with a **100%** acceptance rate on pull requests.
- Enhanced user interfaces, achieving a **40%** improvement in user satisfaction scores through rigorous **debugging** and **testing**
- Improved codebase quality by implementing **TypeScript**, increasing code **maintainability** and reducing bugs by **35%**.

Creative Director and Digital Strategist, Independent Consultant
Texas, United States | Apr 2016 - Jan 2024
- Increased organic web traffic by **25%** through optimized digital campaigns, leveraging data-driven strategies and **analytics tools**.
- Designed and managed **marketing automation workflows** that saved clients **15+** hours weekly, improving campaign **scalability**.
- Coordinated **cross-functional teams** across **10+ time zones**, showcasing exceptional **remote** collaboration skills.
- Delivered client strategies and marketing materials optimized for **UX/UI,** leading to **15%** faster page load speeds and higher engagement rates.

Projects

Construction Business Web Application
Main tech: TypeScript, React.js, Tailwind CSS, Cloudinary
Developed a responsive web application with dynamic **form handling** and image management. Integrated EmailJS service for **automated** client communications and quote requests. Built **reusable components** with **Tailwind CSS** for a **responsive UI**. Enhanced user experience with form validation, projected to increase stakeholders' productivity by **80%**. Deployed with automated **CI/CD** pipeline through **GitHub Actions**.

E-Commerce Platform with Admin Panel
Main tech: JavaScript, MongoDB, Express.js, React.js, Node.js, Cloudinary
Architected and developed a scalable **MERN** stack e-commerce platform featuring **JWT authentication**, role-based admin panel, and shopping cart with **Redux state management**. Implemented **RESTful APIs** following **MVC architecture**, integrated Paypal payment gateway, and built middleware for **data validation**. Created responsive **UI** with **lazy loading** and image optimization, improving user experience by **70%** and operational efficiency by **60%**.

Summary

Software Developer specializing in **full-stack** web application development, backed by **8 years** in **project management** and digital strategy within the **U.S.** marketing industry. Proficient in **TypeScript**, **React** and **Node.js**.

Skills

Programming Languages
TypeScript, JavaScript, Python, SQL, Bash, HTML5, CSS3

Libraries & Frameworks
React, Next.js, Node.js, Express.js, Tailwind CSS, Bootstrap, jQuery

Tools & Platforms
Git/GitHub, CI/CD pipelines, Cypress, CLI, RESTful APIs

Databases
MySQL, PostgreSQL, MongoDB

Soft Skills
Agile project management, team collaboration, problem-solving

Speaking Languages
English (C2), Portuguese (C2), Spanish (B1)

Education

Full-Stack Development
FreeCodeCamp
May 2024

Bachelor of Science in Mechanical Engineering
Pontifícia Universidade Católica (Catholic University in Brazil)
Jan 2012 - Dec 2014