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, Node.js** and **REST API** integration**.**

CORE COMPETENCIES

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

PROJECTS

Construction Business Web Application
TypeScript, React.js, Tailwind CSS, Cloudinary - 2024
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, Cloudinary - 2025
Developed a scalable e-commerce platform featuring secure user authentication, an admin panel, a shopping cart, and payment with RESTful API 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