

# Adriana Paiva

Toronto, ON - Canada  
+1 416 523 0873

Email:  
itsadrianapaiva@gmail.com

Portfolio website:  
<https://itsadrianapaiva.com>

## Work 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.
- Debugged, enhanced, and maintained applications, driving continuous improvements and delivering an exceptional user experience throughout the development lifecycle.
- Contributed to open source projects on GitHub by developing features, fixing bugs, and improving documentation.

### Creative Director and Digital Strategist, Independent Consultant

Texas, United States | Apr 2016 - Jan 2024

- Implemented data-driven strategies driving a 20% improvement in client conversion rates, showcasing strong analytical thinking and decision-making skills.
- Collaborated with over 168 teams across 8 years to execute omni-channel marketing initiatives, demonstrating effective communication, adaptability, and teamwork.
- Managed end-to-end project timelines for multiple clients, ensuring timely delivery on 90% of high-impact marketing campaigns, highlighting project management, time management, and attention to detail.

## 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%.

## Summary

Software Developer specialized in web applications, backed by 8 years in project management and digital strategy within the U.S. marketing industry. Proficient in Full-Stack development using TypeScript, React.js and Node.js.

## Skills

Proven experience in a wide range of tools including:

- TypeScript
- JavaScript
- Python
- React.js
- Next.js
- Node.js
- Express.js
- SQL
- PostgreSQL
- MongoDB
- REST API
- Git / GitHub

## 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