Heyo —

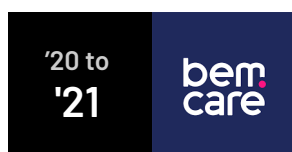I'm **Iuri Chiba**, a **technical lead**, **UI/UX designer** and **agilist** based in São Paulo, Brazil.

— A bit about me

I'm a true believer in doing something with passion and guiding my teams to feel the same about it. It's really important for me to care about what I'm working on: **why** do *we do what we do?* **How** do *people interact with it? What does it make them* **feel***?*

> " *Work to make people* **want to** *use your product, not so that they* **have to.** "

— Latest experience

'20 to '21

bem.care
Tech Lead & UI/UX Designer
8 months *// from Jul '20 to Mar '21*

bem.care's main product is a customizable and scalable health-care solution, with a complete suite of web and mobile applications.

- *Management:* team leadership, team coordination, interviews and evaluations, architectural advisement, code review;

- *Development:* hybrid mobile applications w/ React Native, web and ops applications w/ React;

- *Design:* web-based product design, mobile-specific user experience advisement and review.

call me maybe

— Previous experiences

'18 to '20

UOL edtech_ *// in-loco, hired by DOMVS*
Tech Lead, UI/UX Designer & Agilist
2 years 3 months *// from May '18 to Jul '20*

UOL edtech_ is a branch of UOL (Universo Online), focusing on b2b digital solutions for corporate training and development. The branch is formed by Ciatech, Cresça Brasil, Portal Educação, and several other companies acquired by UOL in the last few decades.

- *Management:* team leadership, team coordination, workshop preparation and presentation, architectural advisement, interviews and evaluations, code review;

- *Development:* native iOS applications w/ Swift, micro-services using React, Docker and Node.js, prototype development and assessment with React Native, Flutter and other technologies;

> Check out this example: https://github.com/UOL-edtech/UEBubblePicker

- *Operations:* continuous delivery w/ fastlane, script-based task automation using Ruby and Node.js, data monitoring and extraction w/ SQL and NoSQL databases;

- *Design:* product conception, interface design for mobile and web-based applications, user experience research.

'17 to '18

GOL — Linhas Aéreas *// in-loco, hired by ITLean*
Mobile Consultant, iOS Specialist & Agilist
6 months *// from Oct '17 to Feb '18*

GOL is one of the biggest and most important airline companies in Brazil. Both GOL and Azul have more than 30% (each) of Brazil's domestic flights market share.

- *Analysis:* tool-assisted code quality assessment, risk analysis;

- *Development:* native iOS applications w/ Swift and Objective-C;

- *Design:* minor and major adjustments in existing applications;

- *Operations:* continuous delivery w/ fastlane.

— Even more experiences

'15 to '17

DogHero
Lead Mobile Developer
2 years *// from Feb '15 to Feb'17*

DogHero was born as "an AirBnB for pets", but evolved to be much more. Today, they're one of the largest players in Brazil's pet care market and offer many services from pet accommodation to pet sitting and pet walking.

- *Development:* native iOS applications w/ Objective-C and Swift, native Android applications with Java, back-end development w/ Ruby on Rails;

- *Design:* product conception, user experience research, user interface design;

- *Operations:* continuous delivery w/ fastlane.

> *I developed DogHero's iOS application and its first version for Android devices from the ground up, being the only iOS developer in the company for almost 2 years.*
>
> *While working at DogHero, I had the pleasure of working with many remarkable people and I learned a lot about software development, business, growth and user experience.*

'13 to '15

Mowa Labs
Lead Mobile Developer & Product Owner
1 year 8 months *// from Jul '13 to Feb'15*

Mowa Labs was an application development branch of Mowa - Think Mobile.

- *Management:* team leadership, team coordination, stakeholder meetings;

- *Development:* native iOS applications w/ Objective-C, native Android applications with Java, back-end development w/ Ruby on Rails;

- *Design:* user interface design.

— Formal education

University of São Paulo (USP)
Bachelor of Information Systems
2009 to 2015, incomplete

— Additional [and/or unrelated] skills

I have deep knowledge of gamification theory and its applications; and most importantly: I can make awesome cups of coffee, cappuccinos or whatever else you need to fulfill that caffeine-shaped hole in your heart.

— Send me a message!

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