Hey I'm

Pedro Abbasi

🎨 Front-End Engineer | 🐱 Full-time pet parent | 💭 Tech enthusiast

---

in pedro-abbasi

About me

I'm a Brazilian 🇧🇷☀️🏖️ Software Engineer with a strong background in Product Management + UX/UI Designing and over 3 years of tech industry experience. I've been collaborating with significant companies to improve their systems and design, as well as their workflow. Also worked on personal projects, from product design and architecture to full stack development and deployment.

Milestones:

1   Worked from scratch on many projects.

2   Improved functionality and user experience of many legacy Apps.

3   I won all card 🃏 competitions in the office.

Zenvia - Front-End Engineer

#web   #mobile

Zenvia is a platform that empowers companies to create unique communication experiences to their customers, in the most used and custom apps and platforms. Believing in technological evoluation combined with human experience, Zenvia's will is to unify communication in the whole customer's journey.

Work and team

Acted mainly on one of Zenvia's most important product: **Conversion** 🔥 (an app that provides tentacles of possibilities for the user to sell via multiple top-trending apps at the same time dynamically 😛).
Co-worked with big teams implementing upgrades to old and new flows in the app, architecturing and developing new, useful and unique tools, as well as participating on multiple **UX and Product** boardings to auxiliate on big decisions during the app rebranding.

- Developed meaningful features that echoed through the whole user's flow. 💪🏻

- 🌉🤝 Supported both Product and Developing teams as a bridge to respect each other's process.

- Developed **smart** and **cheap** solutions.

- Delivered high-end necessity tasks with strict deadlines.
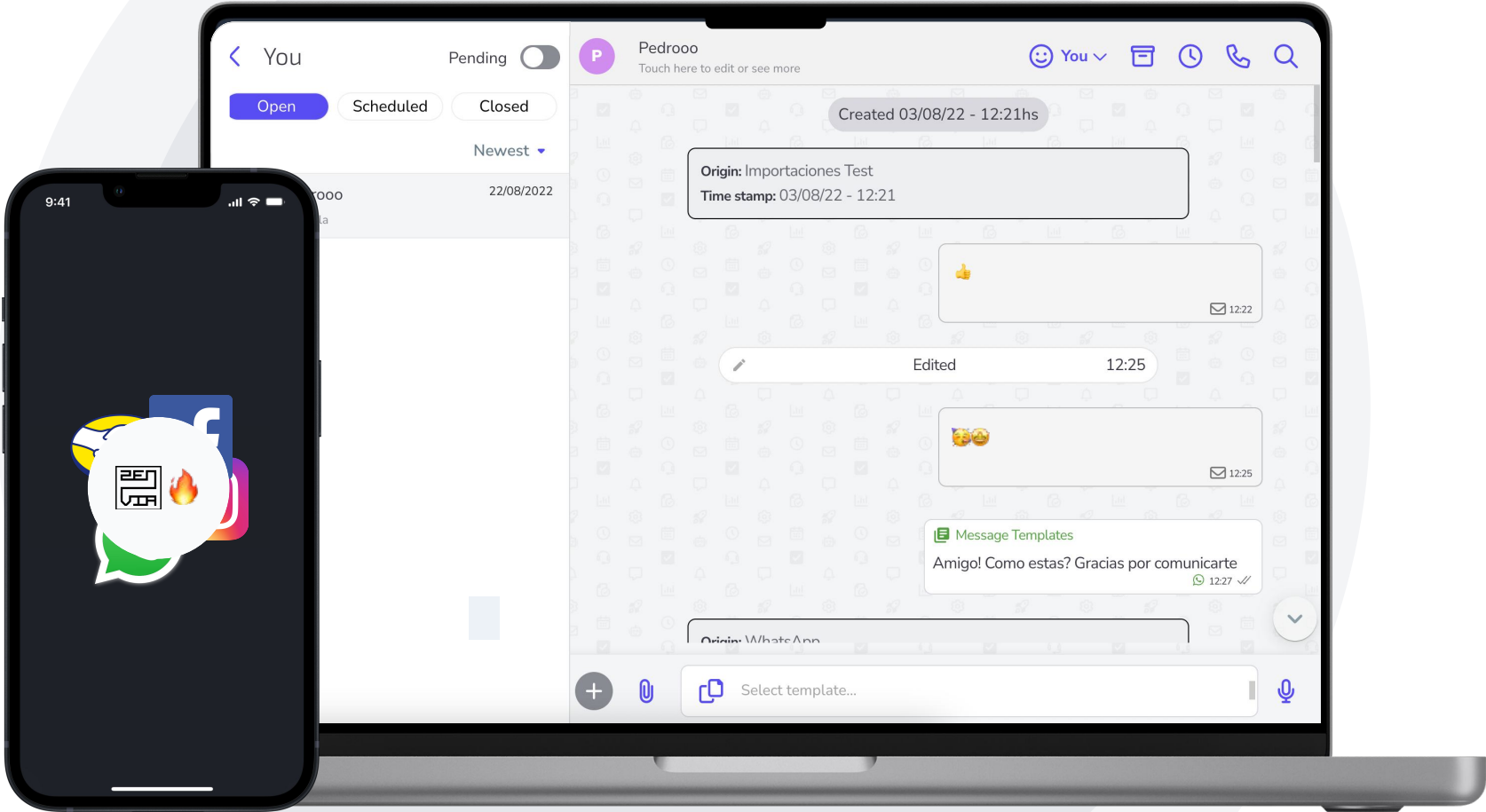
#React   #Next   #Agile   #Jira   #Scrum

Achievements

👷‍♂️🥳 Hired to work on the engineering of a important rebrand that was extremely successful

🇺🇸🇦🇷 Managed to work with teams of three different languages and help out co-workers with that

😎 Elected **Influencerz** 🥇 of the engineers for being considered a chad karaoke lord

Controlsul - Software Enginner

#web   #mobile

Controlsul is a multinational company which focuses on business management, tax service, tributary service, business inteligence and business analysis.
It creates accessibility and provides confidence when taking risky decisions to any company that put their trust on.
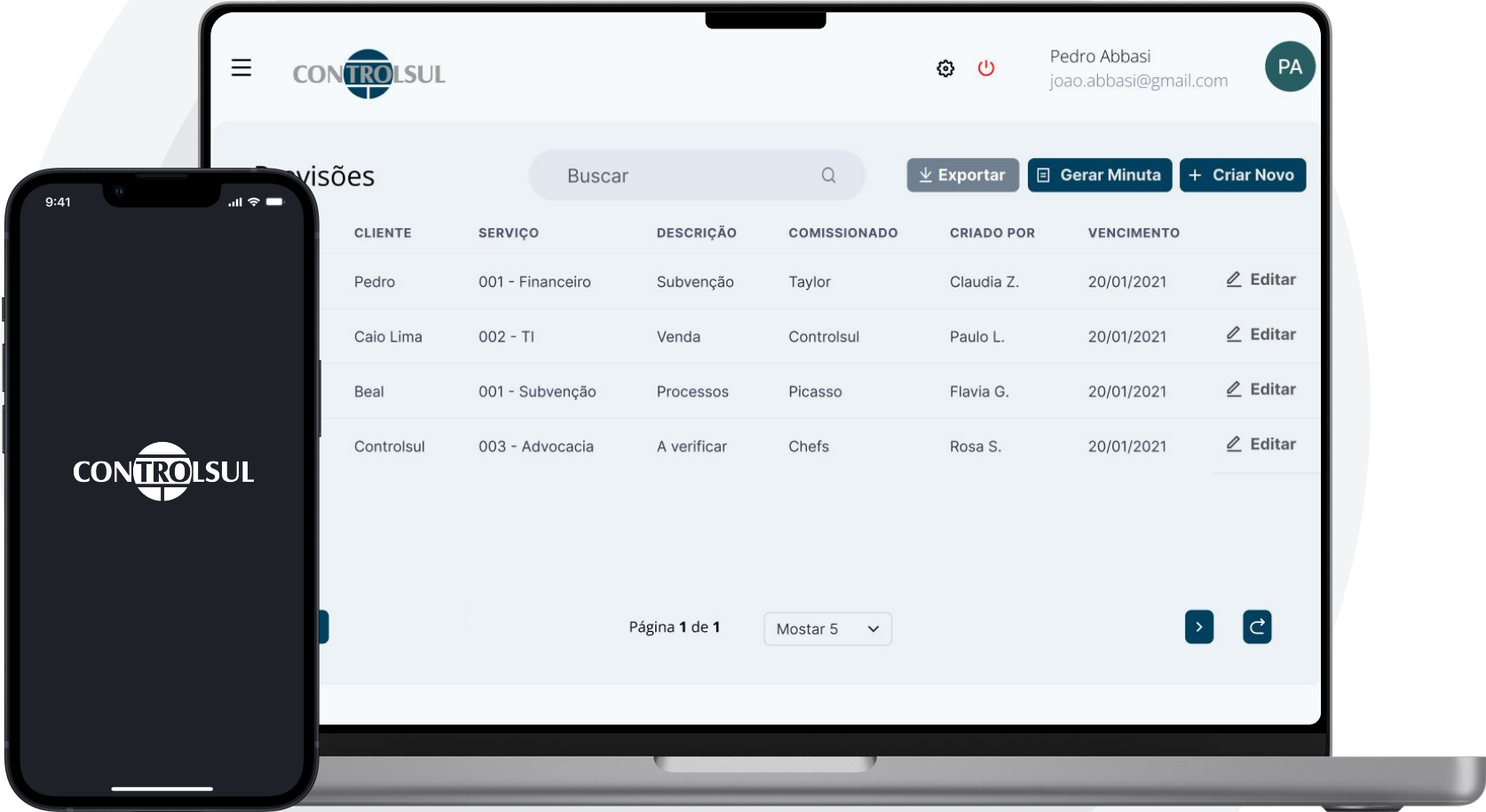
Work and team

I worked with many inside softwares to improve the workflow, including ''Contratos e Faturamento'', a solution for an old method of internal management used by the company. This system provided a significant improvement to the company, as listed below;

- Created concepts, sketches, graphics and high-fidelity executions for new and existing products.
- Support your design work using all available insights including quantitative data and site metrics, customer feedback, and usability findings.
- Present to business and technology leadership.

#VueJs   #React   #Next   #NestJs   #Express

Achievements

👩‍💼💼 Improved employee's productivity by attaching many different tools into one optimized software.

📈 Increased profitability in 43%. All users declared in further researches that It was due to the new software accessibility to new tools.

💰 Improvement in our B2C service, reducing the drops in 79% with the use of basic but well-done tools like e-mail notifications microservice.

🚀 Shipped 2 (other) brand-new products, bringing massive profit to the company

ArcelorMittal - Software Engineer (Internship)

#B2C   #B2B   #web   #mobile

At ArcelorMittal, our goal is to help build a better world with smarter steels.
Steels made using innovative processes which are more efficient, use less energy, and emit significantly less carbon.

Work and team

At ArcelorMIttal I've worked on designing and implementing better tools for the main website user experience. Including mobile and web application, the website now reaches over 150 countries.

- Was part of a talented, diverse, inclusive team of product designers that consistently delivers on projects and is well-balanced across a range of design skill sets.

- Programmed complex and (in my humble opinion 😆) pleasing Front-End apps.

- Take broad, conceptual ideas and turn them into useful and valuable products for our +200k users.

- **Main technologies: VueJs, React, Express and many more.**

#VueJs   #React   #Next   #Express

Achievements

🦄 Stood out as one of the most efficient and prominent interns, starting as a developer but quickly started working also with their UX/UI, with strong voice on daily planning.

🧪 Defined and facilitated a huge user testing strategy with an extremely low budget.

🗳️ Delivery many complex features in strict timeouts.

🤓 Elected the nerdest intern.

Wio - Front-End Developer | UI/UX Designer (making a fintech from scratch)

Welcome to people-centered banking. Designed to boost your journey no matter how far you want to go.
We're building a financially savvy platform that brings tomorrow closer.

#B2C   #B2B   #web   #mobile

Work and team

I worked involed in 3 products: SME Bank (Mobile/Web), Retail, and WioGo (Bank for kids).

- Developed Front-End apps for user and customer registration and administration.

- Design new experiences or layouts that evolve and define visual systems and generate new visual language.

- Contribute to strategic decisions around the future direction of Wio products.

- Received specialized mentorship and feedback from designers and a broader product team in order to continually raise our bar for quality.

- **Main technologies: Adobe XD and Figma for design, and React for developing.**
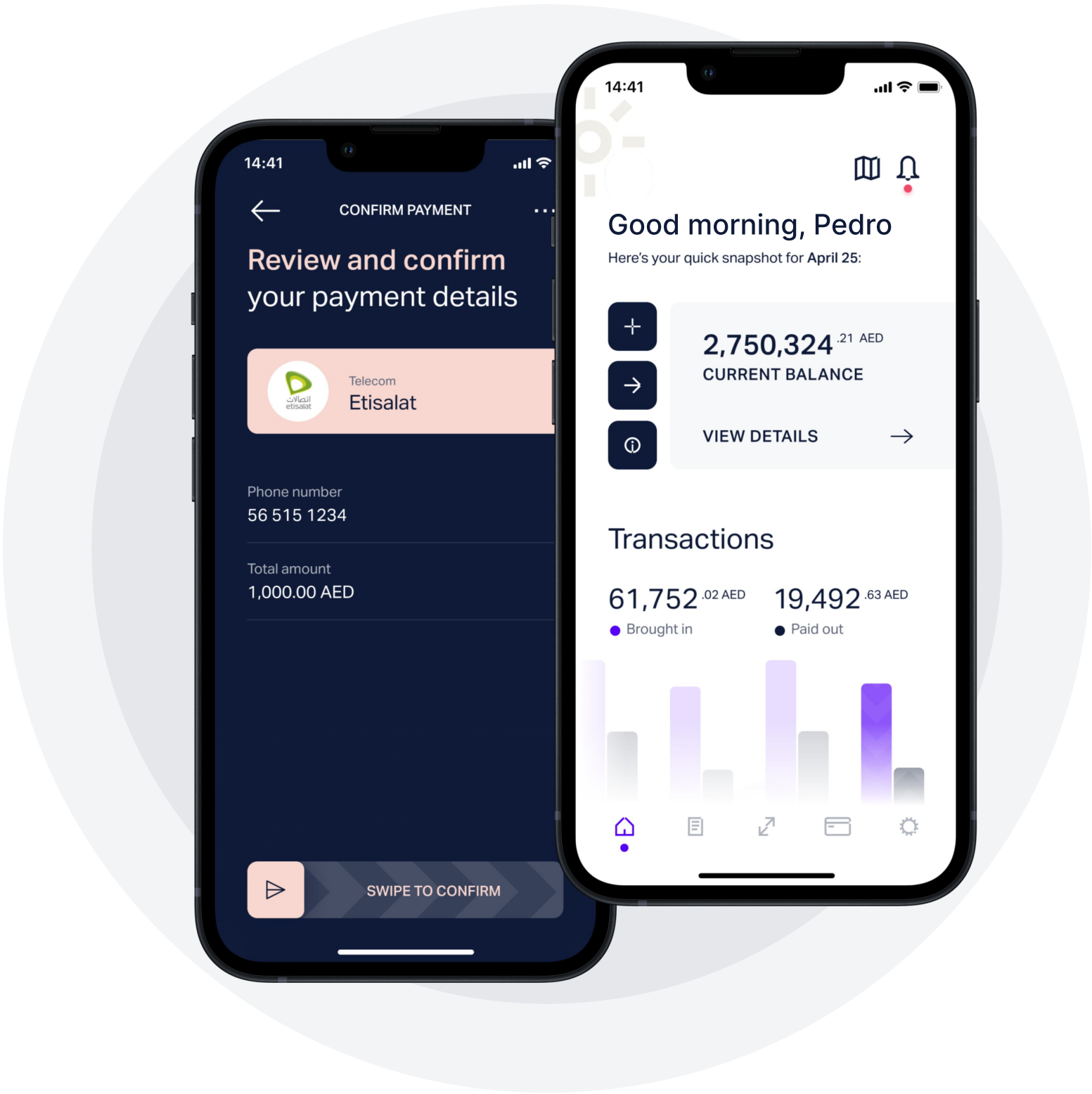
#AdobeXD   #Figma   #React   #ReactNative

Achievements

😎 Perfectly managed a duo-skill position as Software Engineer and UX/UI Designer, as third Designer hired after the Head of Design and solo Designer for most of the Products.

🚀 Massive growth reaching 542 million dollars in just two investment rounds.

⭐ Built unique workflows.

Qualifications & Languages

In general, I'm a big fan of learning by doing and extensive practice.

Computer Analysis and Engineering - Foundation Assis Gurgacz University, Brazil
2019 - 2021 · Ungraduated

Computer/Information Technology Administration and Management - SENAI/SC
Feb 2017 - Oct 2017

UI/UX Design Essentials - BYOL
Dec 2021

Product Management from Scratch - Creative Product Managers
Dec 2023

Agile Leadership to Facilitate a Hyper Productive Team - Accelerate
Feb 2024

More than 25 online courses since 2017. So I won't add all here.

Portuguese
Native Speaker

English
Fluent

Spanish
Fluent

Call scheduling

Phone: 🇧🇷 BR +55 (45) 98428-4413

E-mail: joao.abbasi@gmail.com

[Click here to book a call](#)