

JOAO CARDOSO

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EXPERIENCE

FARFETCH *e-commerce platform, luxury fashion* **Software Engineer (.NET)**

Porto, Portugal
Sep 2018 – July 2023

- Migrated Farfetch e-commerce web APIs from page-driven REST to model-driven GraphQL micro-services, enabling cohort-based customization and decreasing average response times by up to 60% due to the reduction in unnecessary API calls.
- Drove company-wide definition of GraphQL implementation guidelines, from schema contribution to revision process, facilitating collaboration across multiple teams and reducing code review time thanks to a more cohesive and unified schema.
- Led the integration of automatic web performance analysis tooling in the deployment pipeline using Apache JMeter scripts running on BlazeMeter, which ensured every new release met expected performance budgets.
- Leveraged monitoring dashboards across multiple tools (New Relic, Grafana, Jaeger and Logz.io) to identify necessary platform fixes and improvements more effectively, resulting in better customer experience.
- Migrated two .NET Framework micro-services to .NET Core as part of a long-term initiative to decommission Windows servers in favor of Linux ones, ultimately reducing running costs by over 70%.
- Piloted and monitored multiple releases on Kubernites using Jenkins pipelines and ArgoCD.
- Paired up with data scientists to create an AI-generated category model to replace the previous product category tree in Farfetch's sitemap, increasing product crawled pages by more than 15%.
- Led SEO improvements by introducing links to less crawled pages in strategic parts of the page, resulting in increases of over 60% in crawled Product Display Pages and 40% in Product Listing Pages, just in the United States.

LOBA.CX *digital marketing agency focused on customer experience, e-commerce projects* **Full-stack Software Engineer - Academic Internship**

Oliveira de Azeméis, Portugal
Feb 2018 – Jun 2018

- Defined the high-level architecture for an e-commerce PaaS (Platform as a Service) for clients with in-premise servers.
- Developed a successful PoC for a mechanism to allow customer platform instance updates using Satis, a static PHP package repository generator, as a lower budget alternative to Private Packagist.
- Led the development of a back-office web portal using Laravel (PHP Web Development Framework) for the backend and Laravel Blade (PHP Frontend Templating Framework) with Bulma (CSS Framework) for the frontend.

EDUCATION

DUKE UNIVERSITY **M.Eng., Artificial Intelligence for Product Innovation**

Durham, NC, USA
Aug 2023- Sep 2024

- Coursework topics: Sourcing and Modeling Data; Model Optimization; Deep Learning; MLOps; Generative AI; Data Analysis at Scale in the Cloud; Business Fundamentals; AI Ethics
- *Leadership/Activities:* Intramural Sports Official

INSTITUTO SUPERIOR DE ENGENHARIA DO PORTO (ISEP) **B.S. + M.S., Software Engineering**

Porto, Portugal
Sep 2015 - Jun 2021

- *Publications:* [Guide for Microservices in Greenfield Projects](#)
- *Achievements:* distinguished graduate (merit award)
- *Leadership/Activities:* College Basketball and Tennis Team; Scrum Master; Capstone project team leader

SKILLS & INTERESTS

- **Technical Skills:** GraphQL, Python, C# (.NET Core), Java, TensorFlow, PyTorch, Node.js and Golang (basic level), SQL, New Relic, Agile, SEO, Jira, Git, Jenkins, Docker, Azure, ArgoCD
- **Languages:** English (fluent), Portuguese (native), Spanish (basic), French (basic)
- **Interests:** Sports: Intramural Sports Official at Duke University; Played basketball for 10 years, been in the regional finals 3 times and won 1 inter-associations championship. Was team captain for 3 years; Music – been the front man of a band for 3 years performing in 5 different venues