

Karina Nunes Rocha

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PERSONAL SUMMARY

Hi, I'm Karinna Rocha! I'm a Full Stack Engineer and founder of NurVIX LLC, experienced in e-commerce, building scalable web apps with Next.js, React, and Python (Flask, Django). I integrate Shopify, AI, and real-time APIs to create seamless, high-performing digital experiences. I focus on clean UI/UX design, fast cloud deployment, and secure data-driven systems. Fun fact: I built live translation subtitles in Python so my global community could follow my broadcasts. When I'm not coding, I'm training JiuJitsu or volunteering at the networking event Tech Gather NYC.

SKILLS

Frontend Development: Next.js, React.js, JavaScript, jQuery, HTML, CSS, Bootstrap, Responsive Web Design

UI/UX Design: Figma, Canva, User Experience (UX)

Backend Development: Python, Node.js, REST APIs

Databases & Data Management: MySQL, PostgreSQL, SQL, Data Modeling, Databases

Cloud & DevOps: Vercel, Heroku, GoDaddy

Mobile Development: React Native, Expo CLI, Mobile Applications, TestFlight

Version Control & Testing: Git, Debugging, Unit Testing.

Data Analytics & SEO: Data Analytics, Google Analytics, Tableau, Search Engine Optimization (SEO)

Project Management & Collaboration: Teamwork, Slack, Trello

EXPERIENCE

Lulu&Remi - Full Stack Engineer & Marketing coordinator

Jun 2025 - Present

- Built and deployed a Shopify + Next.js e-commerce platform from Figma prototypes, integrating Storefront API, modular CSS, and SEO-optimized structure for performance and visibility.
- Integrated dynamic product components with Shopify API backend for real-time product and content updates, and deployed the full website on Vercel for optimized performance and scalability.
- Led marketing and brand strategy, aligning web design, content, and campaigns to drive sales growth from \$0 to \$1.2K in the first week.

Hellen R. Architect - Full Stack Engineer & Marketing coordinator

Jan 2025 - Present

- Architected a scalable React.js front-end and Python (Django) back-end ecosystem, optimizing system performance and reducing latency by 25% for a next-generation platform initiative.
- Engineered efficient SQL database schemas and streamlined query performance, cutting data retrieval times by 20% and laying the groundwork for a robust, future-proof architecture.
- Designed and deployed RESTful APIs to enhance contact form functionality, improving data processing throughput by 30% and reducing operational bottlenecks. Implemented advanced lazy loading and image optimization techniques.

Silvernails - Marketing & Full Stack Engineer

Nov 2024 - Present

- Designed all the marketing content on Canva for the clients posted on Social media, daily, reels, Carousels, strategizing the growth on each of the platforms.
- Web developed websites (Python and React) for clients focusing on the search engine, archiving company growth and Managed projects on Motion, archiving great time management and productivity.

Albert Q. Training - Full Stack Engineer

Aug 2024 - Nov 2024

- Directed the end-to-end product lifecycle, leveraging React and Python(Django), boosting user engagement by 35% through seamless data interactions and intuitive UI design.
- Built secure RESTful APIs to enable real-time data synchronization, reducing processing delays by 15% and ensuring data integrity.

PERSONAL PROJECTS

AI Live Translation System - Full Stack Engineer

Feb 2025 - Feb 2025

- Built a real-time voice translation system in Python that listens, transcribes, and translates speech between English and Portuguese.
- Designed the system in 27 lines with clean, efficient logic code using callbacks to streamline translation and write results to file instantly.

AIBeans - Mobile Engineer

July 2023 - Jun 2024

- Developed an AI-powered recipe app with a Python backend (Flask) and a React frontend, integrating authentication using tokens for secure user login.
- Engineered AI-driven prompt optimization, allowing users to save and load recipes directly into the PostgreSQL database.
- Designed a seamless UI in React Native for an intuitive user experience, improving usability and engagement.

EDUCATION

Mercy University (Dobbs Ferry, NY) – BS in Computer Information Systems

May 2024