Leonardo Primieri

Senior Frontend Engineer

CONTACT

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LANGUAGES AND FRAMEWORKS

Typescript, Javascript
ReactJs, NextJs, Expo

PROFESSIONAL EXPERIENCE

Frontend Engineer | Wine Locals & Viva o RS
Mar 2023 - Present

Scaled platforms to tens of thousands of users, improving page performance by 35% and delivering a seamless mobile-first experience for 70%+ of the user base.

- Boosted SEO and performance, achieving +35% faster load times and securing top 3 search rankings for key product pages.
- Migrated legacy HTTP logic to React Query with caching, reducing redundant API calls and improving data consistency.
- Designed and implemented an internal dashboard with Vite to manage product metrics, user accounts, and role-based permissions.
- Redesigned checkout flow with Pix and Credit Card support, increasing payment reliability and adoption.
- Led migration from Flutter to React Native (Expo), reducing maintenance overhead and unifying the JavaScript stack.
- Built CI/CD pipelines for App Store and Play Store, cutting release cycles by 2 days.
- Refactored projects into an Nx Monorepo, improving code reuse and reducing duplicated logic across teams.
- Implemented event tracking with PostHog and structured testing with Jest/Cypress, enabling data-driven product decisions.

React Native/Expo Developer – Zukese
Freelance - Jan 2024 - Oct 2024

Led the development of two published mobile apps, implementing seamless updates, CI/CD, and an admin dashboard for management and monitoring.

- Led end-to-end development of two React Native mobile apps, delivering fully published apps to the App Store and Play Store.
- Built CI/CD pipelines using EAS Build and GitHub Actions, automating build, test, and release processes.
- Implemented EAS Updates for seamless over-the-air (OTA) updates, bypassing App Store delays and improving user experience.
- Developed an admin dashboard with Next.js and TailwindCSS to manage app content, users, and analytics.

Frontend Engineer | Softo Dev Team as a Service
Full-time – Nov 2021 – Apr 2023

Helped thousands of users create U.S. bank accounts remotely, implemented scalable payment flows, and ensured consistent UI/UX across fintech and educational platforms.

- Built core features for virtual, debit, and credit card creation and management, enabling seamless user transactions.
- Implemented secure authentication flows with Authy, QR codes, and 2FA at the frontend level.
- Developed Wire and ACH transfer modules with receipt viewing, cancellation, and retries.
- Created KYC document upload flows and an admin dashboard, improving onboarding efficiency.
- Maintained payment gateway modules for Coupons, Transfers, Products, Customers, Invoices, Payment Links, and Subscriptions.
- Improved Hosted Checkout UX for credit card and customer data entry, increasing successful payments and reducing friction.
- Contributed to a scalable Design System with Bit.dev + ReactJS, ensuring UI consistency and faster feature development.
- Developed responsive blog and service showcase pages with Strapi CMS, optimizing SEO and performance.
- Led frontend development of F5 Academy from scratch using TailwindCSS, Zustand, and React Hook Form.

Frontend Engineer | Whydea
Full-time – Feb 2020 – Nov 2021

Helped thousands of users create U.S. bank accounts remotely, implemented scalable payment flows, and ensured consistent UI/UX across fintech and educational platforms.

- Built secure user authentication and login flows using Firebase Authentication.
- Designed and structured NoSQL database models in Firebase Firestore and integrated VIMEO for video hosting/listing.
- Developed video listing UI with progress tracking and completion indicators, increasing engagement.
- Built product listing pages with dynamic filters by category, name, price, and popularity.
- Collaborated on backend development with Node.js and Express, creating product APIs, shipping calculations, and user favorites.
- Contributed to mobile app development using React Native, integrating shared business logic for a consistent cross-platform experience.

EDUCATION

Atitus Education | 2021–2024
Bachelor's Degree in Computer Science

- Capstone Project:
  - Designed and implemented a platform to schedule veterinary appointments and provide diagnostic recommendations for pets.
  - Built features to manage pet profiles, appointment history, and communication between veterinarians and owners.
  - Applied best practices in UI/UX design and responsive development to ensure seamless user experience.