

# Leonel Oliveira

Toronto, ON/ Remote Canada or USA

[leoneloliver@gmail.com](mailto:leoneloliver@gmail.com)

(647) 639-1758

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## Front End/UI Developer

I am an experienced Front-end UI Application Developer with a deep expertise in a wide array of frontend technologies. My background encompasses a solid foundation in JavaScript, CSS, and HTML, along with proficiency in modern frontend libraries and frameworks such as React. I'm well-versed in utilizing advanced features of React, including React Router for seamless navigation, various component libraries for efficient development, Hooks for state management, and Styled Components for styling that's both dynamic and maintainable.

Moreover, I have hands-on experience with NextJS, a powerful framework that enables Server-side Rendering (SSR), Static Site Generation (SSG), Dynamic Routing, and integration with Headless CMS platforms. This proficiency allows me to create high-performance and SEO-friendly web applications.

My skill set extends to GraphQL, a flexible query language for APIs, and I am proficient in working with SQL and MySQL databases, ensuring efficient data management and retrieval. I have successfully developed REST APIs, utilizing JSON as a data interchange format. My expertise even encompasses server-side scripting using PHP and MVC as Ruby on Rails, enhancing my capability to contribute effectively to backend tasks.

I am well-acquainted with essential development tools like NPM and Webpack, which aid in project setup and optimization. In addition, I have a strong grasp of CSS preprocessing techniques, particularly SASS, and I consistently apply structured methodologies such as SMACSS and BEM to maintain code organization.

My experience spans various CSS frameworks including Bootstrap and Tailwind CSS, allowing me to craft responsive and visually appealing user interfaces. I am committed to implementing the best UX/UI practices and adhering to web accessibility standards such as AODA, WCAG, and ADA, ensuring an inclusive and user-friendly experience for all users.

When it comes to version control and collaboration, I am well-versed in Git and proficient in platforms like Github and GitLab. I also possess knowledge of Cypress for end-to-end testing, ensuring the robustness of my applications.

My commitment to personal growth and continuous learning drives my enthusiasm for embracing new challenges and expanding my skill set. Whether working independently or as an integral part of a team, I consistently exhibit an outstanding work ethic, responsibility, and dedication to delivering top-tier results.

## Employment History

### **Front-End Developer** | VolarisGroup | Canada (Remote) | March 2002 - Present

As a Front-End Developer at VolarisGroup in Canada (Remote) since March 2002, I've collaboratively driven tools development alongside Engineers, UX experts, and Designers. My role encompasses code development, debugging, and optimization, yielding remarkable enhancements to our products and user experiences. Notably, I spearheaded the migration of our legacy Expression Engine-based Landing Pages Management System to Craft CMS in a Headless setup, streamlining management and interface efficiency.

My standout achievement involves implementing robust endpoints using elementAPI, seamlessly integrating dynamic routes and content rendering on the frontend. Leveraging ReactJS and NextJS with Server Side Rendering and Incremental Static Regeneration, I've significantly improved loading speeds and user experiences. These optimizations have not only boosted performance but also heightened user engagement, underscoring my commitment to innovation and excellence. My continuous drive to deliver results has forged stronger cross-functional collaborations and positioned our tools at the vanguard of innovation, adding exceptional value to our products.

### **Front-End UI Developer** | Klick Health | Canada (Remote) | March 2021 to March 2022

I spearheaded the creation of web applications that transcended mere functionality to deliver exceptional results. My focus on responsiveness, performance, and accessibility translated into engaging user experiences, particularly evident in intricate UI interactions. I consistently pushed the boundaries of innovation, resulting in products that not only met but exceeded user expectations.

A significant part of my contribution lay in the development of reusable UI components. By harnessing HTML, CSS, and JavaScript, I crafted versatile elements that seamlessly integrated across large-scale projects. This approach not only expedited development processes but also ensured consistency and adherence to our established style guides. Moreover, I had the privilege of designing and coding landing pages within our internal CMS, contributing to a holistic user journey and enhancing user engagement.

In essence, my tenure at Klick Health epitomized a commitment to crafting impactful digital experiences. Through a strategic focus on innovation, reusability, and user-centric design, I elevated our products, leaving a tangible imprint of added value and enhanced user satisfaction.

### **Front-End UI Developer** | DMZ @ Ryerson University | January 2020 to March 2021

I harnessed a range of contemporary web technologies such as AJAX, HTML5, CSS3, and REST APIs, among others, to craft software that went beyond convention. This included the

meticulous development of responsive and reusable Front-end components, championing maintainability and innovation. By leveraging tools like Gulp, Sass, Git, and nodeJS, I orchestrated a seamless workflow that optimized efficiency and quality. Additionally, my expertise in Serverless architecture with knex contributed to the creation of scalable solutions, further enhancing product performance.

I assumed a pivotal role within an agile team, not only as a proficient developer but also as a mentor and coordinator. This collaborative spirit bolstered the overall team dynamic and accelerated skill development. My involvement extended to creating impactful prototypes and dynamic UI interactions, which set the stage for enhanced user engagement. This holistic approach yielded a product enriched with value and superior user experiences, reflecting a commitment to pushing boundaries and propelling the project's success.

### **Front-End Developer** | Lendified + Merchant Growth | December 2018 to January 2020

Within this dynamic landscape, I leveraged a comprehensive skill set encompassing Node, MongoDB, HTML5, CSS3, and JavaScript particularly ReactJS to craft web applications and APIs that precisely met user needs. This translated directly into tangible outcomes, as I meticulously developed, debugged, and optimized code, components, and applications, harnessing the potential of common JavaScript frameworks. Beyond coding, I seamlessly integrated with both local and remote teams in the fast-paced startup ecosystem, embodying a results-oriented approach.

The culmination of my efforts bore testament to the intrinsic connection between product quality and company success. As a testament to our collective dedication, Lendified Inc.'s acquisition by Merchant Growth emerged as a validation of the exceptional value our team brought to the market. By delivering solutions that resonated with users and elevated the company's standing, I contributed to the pivotal step of turning Lendified Inc. into an acquisition-worthy entity, further reinforcing the significance of our work and underscoring the enduring value I added to the company's journey.

### **UI Developer** | OnResearch Inc. | Canada | January 2017 to December 2018

Central to my role was the development of core UI components for a complex Survey Tool & Data Collection App. Through adept use of object-oriented JavaScript, HTML5, and CSS3, alongside industry-standard frameworks, I contributed to crafting an agile and scalable application. The integration of CSS pre-processing frameworks like SASS and LESS further solidified my dedication to crafting interactive interfaces that amplified user engagement. My contribution extended to the creation of an innovative UI Templating Toolkit, employing Modular Engineering, Handlebars JS, postCSS, and Kendo UI. This toolkit streamlined development while ensuring consistency and maintainability, resulting in more efficient workflows and enhanced product quality. My comprehensive skill set was complemented by a keen focus on bug-free implementation and seamless integration through widgets, as well as expertise in Data Visualization with D3.js and the integration of RESTful APIs.

In summation, my tenure at OnResearch Inc. exemplified a results-driven approach that

underscored how meticulous UI development and strategic integration could propel the company's growth. Through adeptly crafted UI components, templating toolkits, and seamless integrations, I decisively contributed to both a superior product ecosystem and the company's market positioning. My tenure illuminated the potency of a comprehensive skill set harnessed to create sustainable growth, aligning product excellence with tangible value addition.

### **Junior Full Stack Developer | CODEPXL | Canada | May 2015 to January 2017**

I made a tangible impact by optimizing email and web templates, significantly enhancing the product's performance and value. With a keen eye for design and development, I collaborated on PHP-based Ecommerce Management System Platform templates that not only looked great but also functioned seamlessly. My hands-on work in creating landing pages within our internal CMS further enriched the user experience.

My contributions extended to designing and coding email templates, skillfully utilizing technologies like HTML5, CSS3 (including LESS and SASS), and JavaScript (including AJAX and jQuery). This approach ensured responsive and visually appealing content, while also improving the overall engagement. My familiarity with grid frameworks and responsive design principles added a layer of sophistication to our templates.

## **Education**

**Web Application Architecture (Continuing Education), *University of Toronto* (2017)**

**Algorithm and data structure (Continuing Education), *USP*, São Paulo, Brazil (2012 – 2013)**

**Internet Systems Technology (College Graduate Certificate), *FIAP*, São Paulo, Brazil (2006 – 2008) ( [verified](#) )**

## **References**

**linkedin:** <https://www.linkedin.com/in/leonel-oliveira/>

**portfolio:** <https://leo-frontend.netlify.com/>

**github:** <https://github.com/leoneloliver/>

“more personal references available upon request”