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in /luizgonzaga

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7 /Ifilho

Welcome to my admittedly verbose resume! For a more concise one please visit my LinkedIn profile.

A people first geek with 21+ years of building quality software and engaged teams in different countries and company sizes.

I focus on scaling organizations with efficient and low touch processes.

I'm continually adding to my thousands of hours of learning, and I love sharing what I know. Feel free to check some of my testimonials and recommendations on my LinkedIn and Topmate profiles.

edTech education aws

Experiences

Software Engineering

O Feb 2021 - present

Coursera

Senior Software Development Manager

Managed several teams and charters in the Enterprise org:

- Responsible for key Enterprise metrics and projects, unlocking millions of dollars in revenue
- Responsible for key products like SkillSets, Employability and Admin experience
- · Highest retention rate in the org
- Improved team's processes for better remote-first practices and more efficient collaboration with other teams and stakeholders

Organizational contributions:

- Created and owned several org-wide process, increasing key metrics, reducing touchpoints, increasing accountability and better equipping high leadership on critical decision making
- · Created an org-wide policy, increasing inclusiveness and belonging
- Above average interview count
- Transitioned a Senior Engineer towards becoming an Engineering Manager
- Volunteered in the DE&I squad, helping come up and drive many of the org-wide goals taken in the area
- Improved our Postmortem process, automating and reducing high touch-points, enabling better accountability, metrics and easier knowledge sharing within the company
- Reduced context switching, improved documentation and efficiency for cross functional collaboration in Enterprise org's biggest cross-functional internal forum
- Proposed measurable improvements for other orgs (Recruiting and IT), increasing the hiring pipeline throughput and diversity

(Sep 2017 - Dec 2020)

Amazon / AWS

Software Development Manager III

- Payment Services AWS Route 53 Agile People Management Delivery Management Risk Management
- Proposed and implemented an engineering-wide "Going off-call" policy, increasing inclusiveness and belonging
- Became a certified Cultural Competences for Teams instructor, increasing inclusiveness and diversity awareness to the many hundreds of employees that took the training.
- Part of the Software Development Manager Peer Advisory board, helping new managers onboard and be successful in the company
- Promoted to Software Development Manager III

Amazon Payments

- Team owning 2 charters (International Expansion integrations and Payment on Delivery)
- Delivered amazon.com.tr (Amazon Turkey) payments integration. This multi-year project involved weekly collaboration and coordination with different teams, roles, partners, vendors in different countries.
- First team to start PSD2 work that enabled Amazon to stay complaint in Europe (SEPA DD)

AWS Route53

- Started a team from scratch, hiring 7 engineers
- Responsible for maintaining existing and building new generations of different Route53's User Experience (Consoles) with measurable
 operational, accessibility and usability improvements.
- Owned 5 different products in 2 different tech stacks, serving different sub- orgs with different stakeholders.
- Launched two world-wide projects and expanded our presence to multiple new partitions and regions.
- Improved Route53 org's sourcing efficiency by ~32% and our candidate diversity by ~11%.

O Apr 2016 – Feb 2017

Brandwatch

Team Lead & Senior Developer



Moved back to Germany and Brandwatch. After 8 months, I have become the team lead.

- Worked on existing and new features on their main product (Analytics)
- Wrote a script to perform a massive refactor (thousands of files) to update a ~5 year old jQuery codebase (with several breaking changes) to
 the latest version, improving bundle size, patching security vulnerabilities, improving performance on some DOM operations and enabling new
 jQuery features for the team to use
- Tracking overall progress of the team and removing blockers
- Helping the PM with Scrum ceremonies and prioritization
- Having local, more frequent 1-1s with the team

O Apr 2015 – Apr 2015

X-Team (Remote)

Full stack developer

Node Javascript React Flux LevelDB Tape Highcharts jQuery BPM

Hired by the awesome remote company X-Team to help researching, planning and developing the next phase of X-Labs (their open source initiative) and other internal projects involving IndexedDB. Great team, expert people, cool tech and tools.

① Jun 2014 – Mar 2016

DataEasy

Software Development Manager

Scrum XP Kanban SemVer BPM Software Testing Freetest Testlink DevOps

Jenkins Continuous Integration Shell Scripting Java EE Maven GitHub New Relic

Node Docker Management

DataEasy provides different solutions for end-to-end electronic document process management and automation. It has Brazil's biggest private and government organizations as their clients.

Technical contributions:

- Managed 5 teams and 4 charters (all their products)
- Hired for a new team from scratch (5 engineers and 1 Business Analyst)
- · Migrated the company's infrastructure to Git and Github
- Implement Semantic Versioning to all products in the company
- · Implemented the company's first automated release script
- · Create their first CI pipeline with Jenkins and Github
- · Introduced Slack to the company and create a set of ChatOps commands to manage releases
- The points above enabled me to introduce the concept of "DevOps" in the company, enabling engineers to prep releases on their own with confidence and efficiency, enabling IT department (previously preparing the releases) to stay small and lean
- Introduced advanced monitoring in our applications (New Relic)

Organizational contributions:

- Created "Funky Fridays": bi-weekly innovation/learning days where employees could experiment with new technologies and solutions, prepare a tech talk for the company, etc
- Documented all process in the engineering department in BPMN and presented to all employees. That tacit knowledge was now documented and allowed us to identify rooms for improvement, enabling employees to also think about improvements and to better understand the organization in general, facilitating career growth and hence retention
- Collaborated with local University and had a few senior engineers join me in automated tests course provided by top professors. This combined
 with the above allowed us to streamline our testing cycles, reducing a big bottleneck in our release cycle
- · Helped choose a new ticketing system for the company

Nov 2013 - Jan 2016

GOJS User Group

Cofounder / Volunteer

Founded and ran the first Javascript user group of the state.

- Workshops planning and organizing
- Presenting talks
- · Community moderation
- Website creation and maintenance,

May 2014 – Jan 2017

SENAC Goiás

Node Javascript

Consultant

SENAC is the largest agency for professional education in Brazil, present in more than 1800 cities. This was a short job as a consultant on new web technologies and architectures to aid their team and organization towards a more robust and modern system architecture, developer happiness and productivity.

(S) Apr 2013 – Nov 2013

Brandwatch

Senior Developer



Worked on existing and new features on their main product (Analytics). Wrote a simple codemod to organize and format files, reducing future diff sizes and improving readability of the entire codebase.

O Apr 2012 - Mar 2013

Content Fleet

Team Lead & Senior Developer

Worked as frontend-focused full stack engineer.

- Developed RESTful APIs, and their main MVC application.
- Created the company's first automated deploy script.
- Sped up the app's performance by minimizing the amount of network calls, introducing tools to minimize source code, removing dead code, downsampling raster images, etc.
- Improved the app's UX and performance in high resolution displays by drawing icons in pure CSS, converting images to vectors (SVG), etc.

Became the Frontend Team Lead. Additional responsibilities:

- Responsible for the team's conventions, refactorings, architectural decisions and app performance improvements.
- Responsible for training team members and new hires.

(S) Fev 2007 - Mar 2012

Goiás State Government

Full Stack Developer

- Worked as full stack engineer on "HR Net": the State's human resources web application responsible for payments, vacations, contracts, leaves, etc.
- Proposed and added several performance, usability and accessibility improvements, impacting hundreds of thousands of daily users
- · Became a Certified Java Programmer

3 2004 – 2005

DR Sistemas & Interagi

Trainee Developer

Interagi and DR were where I had my internships - 6 months each.

- At Interagi, I developed CRUD applications in PHP, MySQL and HTML and some image processing via PHP
- At DR Sistemas, I developed an application for the public law sector. Responsible for collecting specs from Business and implementing them in Java

3 Jan 2003 – Dec 2014

Freelancer

Software Developer & Consultant

Some companies I have consulted for:

12 Factor Apps Web Development Team Coaching Individual Coaching
Agile Methodologies Web Languages Web Services REST Software Testing
Software Quality Continuous Integration

Node MongoDB Javascript Require Backbone Underscore HTML 5 CSS 3

Java EE Velocity SQL HTML Javascript jQuery CSS 3 SVN UX

Java EE Struts Hibernate SQL JSP PHP MySQL HTML CSS SVN CVS

Vega Sistemas, Goiânia, Brazil — Consultancy on migrating a desktop application to web platform. Tech, tools and paradigms shift.

SENAC Goiás, Goiânia, Brazil — Consultancy on web development, best practices, productivity tools, agile methodologies and comparison of dynamic versus compiled languages.

Federal University of Goiás — Development of the Public contest (Vestibular) system and website.

As a speaker or instructor

🗰 26 Oct 2018 – Berlin, Germany

Amazon

Debugging Complex Things

🗰 05 Feb 2016 – Goiânia, Brazil

DataEasy Ltda

"SMART Goals"

🗰 17 Oct 2015 – Goiânia, Brazil

■ IV JoinCommunity

"IoT: Introducing Tessel"

🗰 08 Jun 2015 – Goiânia, Brazil

Federal University of Goiás

"Programming Languages"

iii 03 Mar 2017 - Berlin, Germany

EuroStaff Group

Debugging Complex Things

🗰 20 Nov 2015 – Goiânia, Brazil

DataEasy Ltda

■ "12 Factor Apps"

16 Sep 2015 – Goiânia, Brazil

GOJS 7min.js

🛱 20 Mar 2015 – Goiânia, Brazil

Federal University of Goiás

"Software Engineering at DataEasy"

⊞ 08 Nov 2016 − Berlin, Germany

Brandwatch

Debugging Complex Things

🗰 30 Oct 2015 – Goiânia, Brazil

DataEasy Ltda

"Developing Peopleware"

🗰 01 Sep 2015 – Goiânia, Brazil

Federal University of Goiás

"Developing a career"

31 May 2014 – Goiânia, Brazil

III Join Community

"Modern JS: from Coder to Shareholder" # 18 Feb 2016 – Goiânia, Brazil

DataEasy Ltda

"Areas of Responsibility Model"

17 Oct 2015 – Goiânia, Brazil

IV JoinCommunity

"Developing Peopleware"

2 Developing I copieware

14 Ago 2015 – Goiânia, Brazil

Pontifical Catholic University of

"Developing Peopleware"

■ 29 Mar 2014 – Goiânia, Brazil

I Workshop GOJS

"Javascript Promises"

- 🛱 Jul 2014 Goiânia, Brazil DataEasy Brown Bag Sessions
- "Introduction to Agile Methodologies"
- "Git & GitHub basics"
- 🛱 Ago 2011 Goiânia, Brazil
- Computer, Electrical and Civil Engineering graduation
- **Graduation Ceremony Speech**

- 14 Nov 2013 Goiânia, Brazil Absolut Software - 12minutes.me
- "Cultural Intelligence and the Connection Economy"
- 🛱 Ago 2009 Goiânia, Brazil
- VI Goiás Forum of Free Software (FGSL)
- "Introduction to Ruby Language"

- 17 and 18 Feb 2011 Goiânia, Brazil
- SEBRAE
- ¶ "How tango can make you a better (business) man"
- June 2009 Goiânia, Brazil
- Goiás State Government
- LibreOffice instructor

- 09 Apr 2011 Itapuranga, Brazil
- I LatAm Free Software Installation Festival (FLISOL)
- "Entrepreneurship with free software"

Volunteer Work

Volunteer work ignited in me the caring for people: be them the ones we are the doing the work for, or my colleagues. It also taught me to value and dedicate my time for something else than money, for something that would do (or be) good for someone besides myself.

You can check my open source contributions at github.com/lfilho.

- © 2014; 2015 Goiânia, Brazil
- Join Community
- Co-organizer & speaker
- Javascript Node Talks

() 2007 – 2009 – Goiânia, Brazil

A Marketing, Communication &

Marketing Public Relations External Communication

Information Management teams

AIESEC Brazil / GO

- © 2012; 2014 Goiânia, Brazil
- Napoleon Hill Institute's Master Mind
- Lead auxiliary instructor
- Leadership Public Speaking Coaching Effective Communication
- 3 2000 2008 Goiânia, Brazil
- Mocidade Espírita André Luiz
- Coordinator, Speaker & Member
 - Spiritualism Leadership Events

- © 2008 2011 Goiânia, Brazil
- Grupo Arte Nascente (GAN)
- Actor & Web Developer
- PHP NGO Art Theater
- © 2006 2015 Goiânia, Brazil
- Zapt Arteatral
- Actor, Web Developer, President, Artistic Director & Communication Coordinator
- PHP Art Theater Communication Non-for profit

Internal Communication **Education**

- Business Process Management, MBA
- **⊞** Dec 2017
- IT Management Institute (IGTI) Brazil
- Computer Engineering, Bachelor
- **III** Jun 2011
- Federal University of Goiás Brazil
- i Extra studies on Software Engineering
- i Relative average grade: 85%

- Computer Science, Visiting Student
- **ii** 2010/1
- am Saint Mary's University Canada
- i 2nd round on Trumped Competition
- i Emerging Leaders of America Scholarship

Relevant courses or specializations taken

@ 32 courses on software, entrepreneurship, leadership and self development with a total of ~1278 hours

- Foundations of Cybersecurity / Google; 80h — Feb 2024
- Inclusive Leadership: The Power of Workplace Diversity / University of Colorado; 60h — Oct 2021
- Search Inside Yourself Leadership Program
- / SYILI, LEAD & Google; 15h Sep 2016
- Learn Generators / NodeSchool: 1h — Sep 2015
- Freetest (TMMi based) / Federal University of Goiás; 100h — 2014

- Generative AI for Leaders / Vanderbilt University; 15h — Jan 2024
- Developing on AWS / AWS Training Center; 32h — May 2020
- React.js with Flux / FrontendMasters: 4.5h — Jun 2016
- WebRTC Fundamentals / PluralSight; 1.66h — Aug 2015
- Startup Engineering / Stanford / Coursera; 70h — 2013

- Prompt Engineering Specialization / Vanderbilt University; 80h — Dec 2023
- Architecting on AWS / AWS Training Center; 32h — April 2020
- Kick Off Koa.js / NodeSchool: 4h — Oct 2015
- Level DB / NodeSchool; 4h — Apr 2015
- Projects on Carbon Credits / Eficiência Institute; 20h — 2012

- Machine Learning Specialization / Stanford University; 80h — Nov 2023
- DevSecOps on AWS / AWS Training Center; 32h — Feb 2020
- Learn Sass / NodeSchool: 2h — Sep 2015
- Business Process Management (BPM)
 - / BP Company; 16h; 16h 2014
- Leadership, Interpersonal Intelligence and Effective Communication

/ Napoleon Hill Institute's Master Mind; 48h — 2011

- ► Empretec Seminar / SEBRAE; 60h — 2011
- Software Development Process
 / Government School; 40h 2007
- Advanced Adobe Flash and Actionscript / SENAC; 56h — 2004
- ► Immersion Behavior Driven
 Development
 / e-Genial; 12h 2010
- Linux (basic, intermediate, advanced)/ 3Way Networks; 40h — 2006
- ► Graphic Projects workshop / SENAC; 4h — 2003

- ► Immersion Ruby on Rails / e-Genial; 12h — 2010
- ► Web accessibility; XSLT; Tableless / Atípico; 20h — 2005
- ▶ Web Design / SENAC; 120h — 2002
- ▶ Information Systems workshop

/ SENAI FATESG; 95h — 2007

Java Web

- / UFG; 32h 2004
- Programming logic / SENAC; 90h — 2001-2002

Relevant events attended

© 27 events on technology and entrepreneurship in different cities and countries

- WebDevCon / Seattle, USA; 16-19 Apr 2019
- TEDx Goiânia
 / Goiânia, Brazil; 21 Oct 2015
- 3rd Join Community
 / Goiânia, Brazil; 30-31 Mai 2014
- Reject.js / Berlin, Germany; 12 Sep 2013
- X Software Engineering Journey of Goiás
 / Goiânia, Brazil; 24, 25 Sep 2010
- ► II Goiás Forum of Free Software / Goiânia, Brazil; 1 Oct 2005
- ► II Java Gyn / Goiânia, Brazil; 15 July 2004

- AWS Console Unconf
 / Seattle, USA; 29-30 Jan 2019
- 4th Join Community / Goiânia, Brazil; 16-17 Oct 2015
- Analyzing network vulnerabilities / Goiânia, Brazil; 26 Apr 2014
- Ruby Conf Brazil/ São Paulo, Brazil; 3-4 Nov 2011
- VIII Software Engineering Journey of Goiás
 / Goiânia, Brazil; 3,4 Oct 2008
- IBM: Migrating and developing for Linux
 / Goiânia, Brazil; 18 May 2005
- IX Web Design Meeting / Brasília, Brazil; 15 Jul 2004

- ► Web Summit

 / Lisbon, Portugal; 7-10 Nov 2016
- AndYet Conf / Richland, USA; 06-08 Oct 2015
- ▶ 19th Convendas (Sales congress) / Goiânia, Brazil; 15 Mar 2014
- ► International Conf of Innovative
 Cities

 / Curitiba, Brazil: 17-20 Mai 2011
- ► I IT Governance Seminar / Goiânia, Brazil; 31 Mar 2008
- ► I LatAm Free Software Installation Festival / Goiânia, Brazil; 2 Apr 2005
- I National IT Congress
 / Goiânia, Brazil; May 2004

- CodeMotion Conf

 / Berlin, Germany; 24-25 Oct 2016
- Google Developers Group DevFest
 2014
 / Goiânia, Brazil; 17 Sep 2014
- ▶ JSConf.eu / Berlin, Germany; 14-15 Sep 2013
- I LatAm Free Software Installation Festival / Itapuranga, Brazil; 9 Apr 2011
- Java: JEDI Initiative/ Goiânia, Brazil; Sep 2007
- I Electric and Computer Engineering Week / Goiânia. Brazil: 8-12 Nov 2004

Certifications and Noteworthy achievements

- ▶ AWS Certified Cloud Practitioner; Nov 2018
- "MasterMind Commender and Class' Name" title on MasterMind training in Leadership, Interpersonal Intelligence and Effective Communication; 2011
- ▶ "Best presentation" prize on MasterMind training in Leadership, Interpersonal Intelligence and Effective Communication; 2011
- ▶ "Self Overcoming" prize on Empretec Entrepreneurship Seminar; 2011
- ▶ IELTS (International English Language Testing System), 8 points in 2017 (89%)
- ▶ KITE (Kaplan International Tools for English), C2 Level Proficient (564 points) in 2015
- ▶ TOEFL (Test of English as a Foreign Language), 108 points in 2011 (90%); 103 points in 2009 (86%)
- ▶ Sun Certified Java Programmer (SCJP) for the Java 5 Platform; 2008

Languages

Portuguese — Native

AZ English — Fluent

▲☑ German & Spanish — Basic

(The not so) Off topics

© Some other things that help shaping the professional I am

Relevant content

Software Development

23 books on programming languages, techniques and tools

▶ Shape Up: Stop Running in Circles and ▶ The End of Privacy The Tao of Tmux and Terminal Tricks Mastering Vim Ship Work that Matters / Jovica Ilic / B.J. Mendelson / Tony Narlock / Ryan Singer Clean Code Getting Started with Meteor.js InnerSource: Keys to collaboration and Webpack from apprentice to master productivity inside your company / Juno Vepsäläinen / Robert C. Martin / Isaac Strack / Andy Oram Pro Git Developing Backbone Applications Javascript - The Good Parts Practical VIM / Scott Chacon / Douglas Crockford / Drew Neil / Addy Osmani Code Simplicity ▶ The Node Beginner Book Learn Rails 3 by example Agile web development with Rails 2 / Max Kanata-Alexander / Manuel Kiessling / Michael Hartl / Dave Thomas, David Heinemeier Hanson ▶ Rails for Java Developers Getting Real ▶ Head First: Servlets & JSP Rework / Stuart Halloway, Justin Gehtlan / 37 Signals / Kathy Sierra, Bryan Basham, Bert Bates / Jason Fried, David Heinemeier Hanson ▶ Head First: Design Patterns Regular Expressions ▶ Java: How to Program / E. Freeman, E. Robson, B. Bates, K. Sierra / Aurélio Marinho Vargas / Deitel Soft Skills at 5 books on leadership, culture, productivity, entrepreneurship and management Atomic Habits: An Easy & Proven Way to Find Your Why: A Practical Guide to ▶ The Infinite Game ▶ Team Topologies: Organizing Business and Technology Teams for Fast Flow Build Good Habits & Break Bad Ones Discovering Purpose for You and Your Team / Simon Sinek / Matthew Skelton, Manuel Pais / James Clear / Simon Sinek, David Mead & Peter Docker Man's Search for Meaning ▶ Thinking, Fast and Slow ▶ The Subtle Art of Not Giving a F*ck: It Doesn't have to be Crazy at Work A Counterintuitive Approach to Living a Good / Viktor E. Frankl / Daniel Kahneman / Jason Fried, David Heinemeier Hansson / Mark Manson ▶ The First 90 Days: Critical Success Dare to Lead: Brave work. Tough ▶ The Coaching Habit: Say Less, Ask ▶ The First 90 Days: Critical Success Strategies for New Leaders at All Levels conversations. Whole hearts. More & Change the Way Your Lead Forever Strategies for New Leaders at All Levels / Michael D. Watkins / Brené Brown / Michael Bungay Stanier / Michael D. Watkins ▶ Collective Intelligence: Mankind's ▶ The Checklist Manifesto: How to get ▶ Start With Why: How great leaders inspire ▶ Moral Tribes: Emotion, reason and the gap Emerging World in Cyberspace things right everyone to take action between us and them / Pierre Lévy / Atul Gawande / Simon Sinek / Joshua Greene Difficult Conversations Drive: The surprising truth about what ▶ The Power of Habit Leading Snowflakes: The Engineering motivates us / Charles Duhigg / Douglas Stone, Sheila Heen, Bruce Patton Manager Handbook / Daniel H. Pink / Oren Ellenbogen ▶ The soul of leadership Managing Humans ▶ The Purpose Economy Managing Oneself / Peter Drucker / Deepak Chopra / Michael Lopp / Aaron Hurst 7 Spiritual Laws of Success ▶ Leading with Cultural Intelligence ▶ Times' Triad The Power of Vulnerability / Deepak Chopra / David Livermore, PhD / Christian Barbosa / Brené Brown, PhD A Leader's Diary Disguised Opportunities Leader with a Master Mind ▶ The Icarus Deception: How High Will / Luciano Pires / Carlos Domingos / Jamil Albuquerque You Fly / Seth Godin Do The Work The Dip ▶ Tribes: We need you to guide us Startup / Seth Godin / Steven Pressfield / Seth Godin / Jessica Livingston V is for Vulnerable: Life outside the Anything You Want ▶ What is Your Legacy? Provocative ▶ The Entrepreneur's Guide to Customer Development / Derek Sivers comfort zone Thoughts About Ethics, Leadership and / Seth Godin Management / Brant Cooper / Mario Sergio Cortella The Monk and the Executive ▶ The Triumph's Law for the 21st ▶ The Art of Dealing With People How to Grow a Business century / James C. Hunter / Jamil Albuquerque / Eric Crowell / Napoleon Hill, Jamil Albuquerque

Getting Things Done
/ David Allen