



# Felipe Pereira

Senior Software Engineer

Remotely from Brazil

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## Profile

I am Felipe, a passionate Computer Science graduate from UNIFEI and UMD. With a keen focus on UI/UX, I am dedicated to crafting impactful user experiences that seamlessly blend aesthetics, accessibility, performance, and reliability, all with the goal of shaping a better world.

## Languages

Brazilian Portuguese

Native Speaker

US English

Academic / Professional

Spanish

Very basic

## Skills

Front-End Development

Expert

Project Management

Experienced

UI/UX Design

Skillful

Mobile Development

Expert

Back-End Development

Experienced

Dev Ops

Experienced

## Employment History

Senior Front-End Engineer at eBay

11/2023 - Present Day

Independent contractor tasked as the primary front-end developer on Showroom (showroom.ebay.com), the new platform that replaced eBay Motors' old Vehicle Merchandising Platform (VMP) for bulk vehicle listings by dealerships. Built most of the front-end myself (with occasional help from a full-stack engineer), working in a team led by engineering management. Currently supports ~1,000 active dealers, over 50,000 vehicles, and more than 1 million photos. Handled React + TypeScript client work, custom styling on top of eBay's design system, integrations with internal microservices (both existing and Showroom-specific), plus some server-side Node.js using eBay's modified Express fork and custom SSR engine. The app has separate internal views for eBay staff/account managers (user management, permissions, job monitoring) and an external portal for dealers (feed configs, listing creation/editing). Heavily involved in the ongoing migration from VMP, now at Wave 9 of 28.

## Stack

**React - TypeScript - Node.js - Express (eBay fork) - Custom SSR Engine -  
@ebay/skin - @ebay/ui-core-react - Testing Library - Playwright - Jenkins  
(eBay-modified) - Nu Object (document DB) - HTML - CSS - Javascript**

## Senior Front-End Engineer at LogRock

11/2021 - 10/2025

An independent contractor tasked as the lead front-end engineer at LogRock, I have been entrusted with the design and construction of the entire front-end architecture and associated infrastructure, commencing from the ground up. My role has revolved extensively around harnessing the potential of React's ecosystem, including building a comprehensive array of solutions such as a Gatsby-based website, a Next.js web application, and an innovative open-source component library powered by Vite.js. In addition, I've contributed to the development of several mission-critical internal tools.

## Stack

**React - Svelte - Preact - Gatsby - Next.js - SvelteKit - Django -  
Django-rest-framework - Auth0 - Vite - HTML - CSS - Javascript - Typescript -  
Testing Library - PlayWright - Docker - GitHub Actions - Terraform - Sentry -  
Datadog - PostgreSQL**

## Notable Challenges

- Pioneered the establishment of an entirely new front-end infrastructure for the organization, architecting it from scratch and ensuring scalability, performance, and maintainability.
- Spearheaded the creation of an open-source component library, a resource that has significantly streamlined development processes and bolstered consistency across projects.

- Orchestrated the successful inception of multiple web applications, commencing with a blank canvas and crafting them into fully functional, intuitive, and user-centric solutions.
- Innovated the concept and execution of a novel component library, fostering efficiency, code reusability, and a unified design language throughout the company's projects.

## Senior Front-End Engineer at Giphy

06/2021 - 11/2021

As a Senior Front-End Engineer at Giphy, I assumed a pivotal role in crafting innovative features for the company's flagship website. My responsibilities extended beyond feature development, encompassing the meticulous maintenance of the company's SDK and overarching front-end infrastructure.

### Stack

React - Redux - Next.js - Vite - HTML - CSS - Javascript - Typescript - Jest - Cypress - Docker - Kubernetes - AWS - GitHub Actions - Circle CI - Terraform - Sentry - Datadog - New Relic - ElasticSearch - PostgreSQL - Redis - RabbitMQ - Kafka

### Notable Challenges

- Engineered a revolutionary authentication flow for the front-end, characterized by features such as magic links, password recovery, and two-factor authentication (2FA). The resounding success of this new authentication flow resulted in its widespread adoption across the entire company and its continued use today.
- Pioneered the seamless integration of end-to-end (E2E) tests into the continuous integration (CI) pipeline using Cypress. This implementation significantly enhanced testing efficiency and effectiveness, leading to its company-wide adoption and continued integration.

## Senior Front-End Engineer at Loadsmart

05/2019 - 06/2021

Led transformation of the company's core front-end, migrating from a monolithic Django app to a modular React-based architecture. Balancing the migration seamlessly, I ensured uninterrupted user experience while enabling new feature integration.

### Stack

React - Redux - Next.js - Vite - Python - Django - Django Rest Framework - HTML - CSS - Javascript - Typescript - Jest - Cypress - Docker - Kubernetes - AWS - GitHub

Actions - Circle CI - Terraform - Sentry - Datadog - New Relic - WordPress - ElasticSearch - PostgreSQL - RedisRabbit - MQKafka

## Notable Challenges

- Orchestrated seamless migration of the company's largest front-end project from a monolithic Django app to a modular React architecture.
- Developed a Data Visualization component library, enhancing data representation and user understanding.
- Spearheaded the creation of a comprehensive component library for improved efficiency and design consistency.

## Software Analyst at Instituto Eldorado

11/2018 - 05/2019

Contributed to a range of Research and Development projects, primarily focusing on Android devices for Motorola. Pioneered the creation of internal testing systems for mobile devices, significantly enhancing quality control measures. Conducted field tests to validate project implementations.

### Stack

Android - Python - NodeJS

## Notable Challenges

- Engineered a sophisticated audio quality testing and logging system for phone calls, bolstering call performance evaluation.
- Innovated an internal catalog system for over 3000 mobile devices. The system tracked storage, models, OS versions, and additional metadata, expediting retrieval for testing and research purposes.
- Developed a Python tool for the automatic extraction of relevant device metadata, such as IMEI numbers. The tool integrated seamlessly with the catalog system, further enhancing efficiency.

## Full Stack Developer & Dev Ops at Empreguei

11/2016 - 11/2018

Led end-to-end development and maintenance of Empreguei's flagship job board for the Brazilian market. Simultaneously managed the company's infrastructure, encompassing servers, databases, and network components.

## Stack

Python - Django - Django Rest Framework - React - Redux - HTML - CSS - Javascript  
- Android - Java - Firebase - Digitalocean - PostgreSQL - GitLab

## Notable Challenges

- Solely drove development efforts for an early-stage startup, demonstrating adeptness in tackling multifaceted challenges.
- Created the company's mobile app, attaining remarkable success with over 100k downloads from the Google Play Store. The app was endorsed by Brazil's largest mall conglomerate, affirming its influence and relevance.

## Full Stack + Mobile Developer at Utyl Business Platforms

09/2015 - 11/2016

Engaged in the comprehensive development of internal systems, applications, and diverse websites for clients. Efforts spanned static websites, WordPress themes, custom plugins, bespoke systems, and mobile applications. Oversight of the company's infrastructure, encompassing servers, databases, and network components, also fell within my purview.

## Stack

PHP - CodeIgniter - Wordpress - HTML - CSS - Javascript - JQuery - Android (Java)

## Notable Challenges

- Spearheaded the creation of a client website for a prominent player in the Brazilian medical industry.
- Elicited extensive positive feedback from both the client and their customer base.
- Orchestrated a highly successful SEO strategy, propelling the client's website to the top ranking on Google for numerous relevant keywords.
- Facilitated an integral integration with an online education platform, enabling the client to seamlessly vend online courses through their website.

## Android Developer at Safe Trace Café

01/2015 - 09/2015

Drove the conception, development, and continuous upkeep of Android applications, encompassing both internal tools and field applications for a food-products tracking enterprise.

## Stack

Android - Java

## Notable Challenges

- Pioneered the creation of a novel supermarket app that facilitated the comprehensive tracking of food product transformations. This encompassed stages from warehouse entry to display on supermarket shelves, encompassing fractioning, packaging, and in-house recipe modifications.
- Navigated the role of sole developer for this app, achieving significant success. The app remains in active use by a substantial retailer, underscoring its enduring value.

## Web Developer at Traço Leal Communication

06/2012 - 06/2013

Drove the development of numerous client websites, including a transformative overhaul of a significant government agency's digital presence, specifically for the Federal Accounting Council.

## Stack

Wordpress - PHP - HTML - CSS - Javascript - JQuery - Photoshop - Illustrator

## Notable Challenges

- Orchestrated a substantial website redesign for a pivotal government entity, the Brazilian Accounting Autarchy. This encompassed full front-end development for a content-rich site spanning over 100 pages.
  - Navigated the role of sole developer, responsible for conceiving the entire front-end experience. Developed and structured the CMS (WordPress) infrastructure, ensuring seamless content management.
  - Pioneered a responsive design strategy, accommodating users across devices and platforms.
  - Presented the project in Brasília, offering valuable insights to the client and conducting a comprehensive training session for the agency's staff.
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# Education

## Information Systems - Federal University of Itajubá - Brazil

2010 - 2013 & 2015 - 2016

Bachelor's Degree

- **1st Place** in the Admission Process
- Graduated with a **GPA in the top 2%**
- Engaged as a **Scientific Initiation Student**, researching Data Mining during the academic journey.

## Computer Science - University of Maryland - USA

2013 - 2014

Scientific Expansion Program, Full Scholarship

- Scientific Expansion Program, **Full Scholarship recipient** by the Brazilian Government
  - Successfully **completed a portion of my degree** during the program
  - Actively participated in **scientific research focused on UI/UX**, enriching expertise in the field.
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## Links

[Lipe.dev](http://Lipe.dev) - [/in/felipeicp](https://in/felipeicp) - [github/lipe-dev](https://github/lipe-dev) - [discord @ lipe dev](https://discord@lipedev)

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## Notable Skills

### Front-End Development

Javascript - Typescript - React - Next.js - Svelte - SvelteKit - Redux - JQuery - p5.js - Electron - HTML5 - CSS3 - TailwindCSS - CSS in JS - SASS - Bootstrap

## **Mobile Development**

React Native - Android (Java, Kotlin)

## **Project Management**

SCRUM - Agile Methodologies

## **Back-End Development**

Databases - Python - Django - Django - Rest - Framework - NodeJS - PHP - CakePHP  
- CodeIgniter

## **UI/UX Design**

Material Design - Atomic Design - Illustrator - InVision - Figma - Photoshop

See more in [lipe.dev/tech](https://lipe.dev/tech)

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## **Hobbies**

- Hardware & Electronics
- Playing the Bass
- Motor Sports (car building, drifting, off-road)
- Woodworking