

# Luís Deschamps Rudge

Full Stack Developer

## Me

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## About

I'm passionate about technology and writing code to create and improve products and services. I like helping others grow by giving internal and external presentations as well. After moving from São Paulo to Florianópolis (Brazil), I started contributing with the local .NET user group and my first talk was amazing! That was the tipping point for me, so I [started blogging](#) more and more about the Cloud. Recently, I've been delivering talks in conferences like The Developers Conference (Florianópolis, Porto Alegre and São Paulo) and I'm helping as an organizer in our local .NET user group. I also helped organize the Global Azure Bootcamp in Florianópolis and, as a Microsoft Azure Insider, I was also part of a team that tested the Azure Datacenter in Brazil.

I like to create new things. I care about writing great code to solve real problems. I enjoy starting discussions about new features and what's the best way to deliver that to production, but I also enjoy revisiting old decisions to make sure we're always on the same page to help the user. The user always comes first.

## Work

RealROI (US company – remote)

2015-04 – today

website

### Full Stack Developer

Real ROI is a TRUE performance digital agency maximizing ROI for our clients. Through technology and data, we are able to measure in real-time multiple key performance indicators to strategically optimize campaigns to ensure ROI is maximized for our clients. We drive leads using state of the art optimization technologies.

I was hired to help in a complete rewrite of our old application. We are migrating a monolithic application into a series of micro services, using DDD, CQRS and Event Sourcing, allowing us to achieve some really awesome scenarios with all the different data projections we can create. Along with that, we completely revamped the user experience building a new portal with React and Redux.

### Highlights

- After some initial research, I created the initial skeleton, which is being used until this day, of our main back-end infrastructure, using DDD, CQRS and Event Sourcing
- After some work with the back-end, I'm now adventuring myself building the ReactJS front-end application. I started the project with only React, but early on I noticed we'd need a better state management, so I added Redux to the mix
- We ♥ the cloud. We have our entire infrastructure up on Microsoft Azure and we use it a LOT. Web Apps, Cloud Services, VM's, SQL Server, Redis, Application Insights... We are not afraid to use the right tool for the right job

## Work

Way2 Technology

2013-04 to 2015-03

website

### **Full Stack Developer**

Way2 is a software and service company focused on the electricity sector. They develop software that allows their clients to do remote metering of electricity from the point of generation all the way to the end consumer, passing through substations, transformers and other points of interest.

Based on that measured data, they offer a series of tools to support their clients, like billing automation, energy recovery and other critical services.

I was assigned to a HUGE project called SCDE 2.0. This was a complete rewrite of CCEE's (Brazilian Power Commercialization Chamber) most important software.

While another Way2 team was focusing their efforts on collecting energy data from thousands of energy meters, my team was assigned to build the application that interacts with a lot of services to gather data and build awesome charts and data visualizations, huge reports and do some real world testing with the energy meters in the wild.

For example, you can test connectivity or collect the full energy data from an energy meter that is located 2.000 km from your comfortable chair. All this with a single click. If something goes wrong, you'll see some insights of what the problem can be and what's the course of action you'll have to take in order to fix it. Pretty neat!

### **Highlights**

- I migrated our build, CI and test infrastructure to Microsoft Azure
- I automated our deployment workflow using TeamCity and Octopus Deploy and led the deployment of this solution inside the Brazilian Power Commercialization Chamber (CCEE)
- I was part of the team that split a big monolithic service into an easily scalable client/server architecture

## Work

Tecnologia Única

2011-06 to 2013-04

website

### **Full Stack Developer**

I worked with a team to build an app that manages loyalty programs campaigns. This app is used by major banks, credit cards companies and loyalty programs in Brazil, Spain, Italy and Portugal and has some big clients like Itau, Santander, American Express and a few European banks. The app takes care of the entire workflow of a loyalty campaign, from the first contact with the end user, using custom made web shops (typically one per campaign/client), until the product is actually delivered to the final customer.

I worked in both the back office application and the custom web shops, adding new features and doing overall maintenance.

### **Highlights**

- I created heavy integrations (csv, web apis, xml... you name it) with third party warehouses, banks and credit card companies
- I built a prototype of a real time sales dashboard that turned into an official product

## Work

Unic Learning  
website

2012-02 to today

### **CTO / Co-founder / Full Stack Developer**

Unic is an e-learning SaaS application. It's focused both on the content consumers (students) and the content creators (teachers, editors, supervisors).

#### **Highlights**

- I built the entire thing from the ground up :)
- The administration application uses Nancy for the API and AngularJS in the front-end
- The public application uses ASP.NET MVC and it has some knockout enhancements in the front-end
- This project is hosted entirely on Microsoft Azure (Web Apps, Sql Server, Azure Storage)

## Skills

### Client

- ES 2015+
- React
- Knockout
- Angular

### Data

- SQL Server
- RavenDB
- mongodb
- elasticsearch
- Redis
- RethinkDB

### Server

- ASP.NET
- Nancy
- Node.JS

### Other

- Azure
- git + github
- Octopus Deploy
- TeamCity
- DevOps
- Azure Service Fabric

## Languages

Portuguese  
Native speaker

English  
Intermediate++

Spanish  
Basic

## Interests

### Life

- Movies
- Driving
- Traveling
- Music production

### Latest tech hype

- Docker
- Micro services
- Real-time apps

## Talks

- Continuous Delivery using Microsoft Azure and GitHub
- Azure Traffic Manager
- Azure Mobile Services
- Azure Service Fabric
- Nancy

- Typescript
- elasticsearch
- Modern Web Development
- React JS
- Knockout JS