Luís Deschamps Rudge

Full Stack Developer
Florianópolis / Brazil

Me

Email	Twitter	GitHub	Medium
luis@luisrudge.net	@luisrudge	luisrudge	@luisrudge

About

I'm passionate about technology and I like to use code to express my desire to create and improve products and services. I enjoy starting discussions about new features and what's the best way to deliver customer value to production, but I'm not afraid to revisit old decisions to make sure we're in the right path to help the user. **The user always comes first.**

After moving from São Paulo to Florianópolis (both in Brazil), I started contributing with the local user groups and my first talk was amazing! That was the tipping point for me, so I started blogging more and more about development and the Cloud. I delivered talks in multiple cities and also helped to keep up a local scene through the same local meetup that I did my first talk.

I like to create new things and I care about the craft of writing code to solve real problems.

Work

Auth0 (US company – remote)   2017-01 – today

website

Frontend Engineer

Auth0 provides a universal authentication & authorization platform for web, mobile and legacy applications so you never compromise on identity.

I work in the SDKs team and spend most of my time in Lock, a Login Box widget that is, most of the times, the first point of contact with our platform since everyone signing up will probably try to integrate with Auth0 right away. To make sure the first experience of the user with Auth0 is amazing, we spend a lot of time thinking about what's the best way to document our SDKs and APIs, what's the easiest and most developer friendly public API we can use and, of course, we spend a lot of time writing OSS on GitHub :)

Highlights

- Merged two different projects that had the same goal but were created separately. Lock-passwordless was built into a different codebase, but that added a lot of overhead to maintain the two libraries, so I merged it into one.
- Migrated Auth0.js, our JavaScript SDK, to a new build pipeline using Rollup as a bundler and ES Modules for the module system. This was a huge step forward to further modernize the codebase while keeping the code clean, concise and without breaking changes.
- As part of our public deprecation of legacy features, I was a member of the team that pushed through a huge deprecation project of our legacy API. This involved implementing a new authentication spec in our browser-facing SDKs, lots of migration guides written, 'Quickstarts' rewritten and making sure customers would not suffer during the migration. The majority of customers were able to migrate without significant code changes – they only pointed their dependencies to a new version and moved on to spend time where it actually matters: their own apps.
- I built a new browser SDK in TypeScript, focused only on the most commonly used Auth0 features. The idea behind this SDK is to be an opinionated and easy way to handle authentication in your single page applications. It's still going through internal review and will probably be released around Q1 2019.
- Recently, I joined the team that is rebuilding our Hosted Login Page user experience. Today, all the hosted pages use Lock or a modified version of Lock. The rebuild is focused on increasing usability, performance and, more importantly, customization of the Hosted Pages.
- Last, but not least, since apple released the Intelligent Tracking Prevention (ITP), I've been dealing directly with Apple, the WHATWG committee and

impacted customers. ITP greatly improved from version 1.0 through 1.1 and 2.0 and I like to think that I contributed for that.

Work

RealROI (US company – remote)   2015-04 – 2016-12

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

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
- JavaScript
- React
- Next.js

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

Server
- ASP.NET
- Node.JS

Other
- Azure/AWS
- git + GitHub
- TeamCity
- DevOps

Languages

Portuguese
Native speaker

English
Intermediate++

Spanish
Basic

Interests

Life
- Movies
- Driving
- Traveling
- Music production

Latest tech hype
- Docker/kubernetes
- 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