

# Mauricio Meirelles

mobile: +31 6 57036191

mail: mauricio.m@gmail.com

## Experience

### Staff Developer - Shopify

October 2021 – Present - Remote from Amsterdam, Netherlands

Working on the Shopify App, I'm leading tech in Front Office Mobile, which is around 60% of the app. We are working in migrating part of the app to React Native and supporting the business with the development of new product features. My responsibilities includes:

- Partner with tech teams across the company to drive alignment on goals and ensure strong execution against those goals
- Craft the technical vision, strategy, and roadmap in collaboration with Product, Operations, Data Science, and other functions.
- Build a team culture of iterative innovation, strong collaboration, and engineering excellence

### Senior iOS Developer - Booking.com

December 2015 – October 2021 - Amsterdam, Netherlands

Working on Booking.com iOS Team focused on maintaining and enhancing the application, translating requirements and mock-ups into fully functioning features and developing new and existing iOS applications features.

Also responsible for implementing conversion experiments (A/B tests), partnering with designers to help define and implement User Interface improvements, working with team members on server-side integration and leading internal initiatives.

### iOS Instructor - Apple Developer Academy

June 2013 – December 2015 - Porto Alegre/RS, Brazil

Instructor at Apple Developer Academy, a pioneering program, from Apple, designed for higher education institutions looking to introduce iOS development into their curriculum. My role is to teach iOS to university students in an one year course that should prepare them to start their own startups and develop great apps.

### Lead iOS Developer/Co-Founder - Beelieve

2009 – 2013 - Porto Alegre/RS, Brazil

Co-Founder of Beelieve, startup focused on iOS development. Here are some examples of Apps that we developed:

- BeHere
- Chubby Chicken - Game
- Jack The Bunny - Game

## **iOS Developer - Grupo RBS**

October 2012 – May 2013 - Porto Alegre/RS, Brazil

Develop iOS Apps for Grupo RBS ( Brazilian media conglomerate, is one of Brazil's largest communication groups). Follow some examples of apps that I developed, special mention to Zero Hora app for iPad/iPhone. Zero Hora is a Brazilian newspaper based in the city of Porto Alegre, the seventh biggest of the country:

- Zero Hora

## **Oracle EBS Consultant - Instituto de Pesquisas Eldorado (working for Dell)**

September 2009 – August 2011- Porto Alegre/RS, Brazil

Oracle EBS Consultant developing enhancements and new projects at Dell. Working with MO and a Global Environment.

## **Software Developer - Dell Inc**

October 2005 – September 2009 - Porto Alegre/RS, Brazil | Austin/TX - US

## **Education**

### **Bachelor of Information Systems (BIS)**

PUCRS (Brazil), 2007

### **Graduate Student of Business Management with Oracle EBS**

PUCRS (Brazil), 2012

## **Publications**

### **iOS Development in Swift**

iTunes U

"iOS Development in Swift" is a free course available in iTunes U. It covers a lot of topics around iOS Development using the new language release by Apple, Swift.

## **Training and Events**

### **Apple WWDC18**

June 2018

### **Apple WWDC15**

June 2015

### **Apple WWDC14**

June 2014

### **iOS Programming @ Big Nerd Ranch**

September 2013

### **Apple WWDC13**

June 2013

### **iOS 5 Tech Talk World Tour 2011 - São Paulo**

January 2012