

GUILHERME D'ALESSANDRO

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PROFESSIONAL EXPERIENCE

FRONTEND SOFTWARE ENGINEER Rocket Lawyer

OCT 2023 - PRESENT

Collaborated closely with the product team to develop marketing pages, redesign paywalls, and conduct frontend experiments, enabling data-driven decision-making. Enhanced code quality and testing efficiency by identifying critical issues and partnering with the QA team to implement comprehensive automated testing, eliminating the need for manual regression testing and significantly reducing time-to-deployment.

Projects

Migrated our paywalls from a legacy micro frontend stack to a modern monorepo stack:

- Mastered complex legacy systems, creating comprehensive documentation and automated tests to safeguard critical business logic.
- Contributed to the development of a new monorepo infrastructure using Turborepo, enhancing code sharing and build efficiency.
- Collaborated with the infrastructure team to optimize self-hosting solutions for NextJS and Turborepo remote cache, improving system performance and reliability.
- Partnered with the design team to develop a foundational component library with Storybook documentation, streamlining UI development and ensuring consistency.
- Elevated QA processes by automating manual tests and redesigning the release pipeline to leverage trunk-based development and CI/CD capabilities, significantly reducing time-to-deployment.
- Established myself as the team's subject matter expert for NextJS app router, providing guidance and best practices to optimize application architecture.

This migration enhanced code quality, accelerated development cycles, and improved cross-team collaboration, contributing to overall product stability and team efficiency.

Led multiple high-impact experiments to optimize paywalls:

- Engineered and implemented new payment options:
 - Developed a reusable web component using Stencil to integrate Apple and Google Pay, leveraging Stripe's payment element for seamless cross-codebase compatibility.
 - Collaborated with the payment processing team to introduce installment payment options.
- Executed strategic phased rollouts for all experiments:
 - Initiated with ramped experiments on individual paywalls.
 - Scaled successful initiatives across all paywalls based on performance data.

These experiments streamlined the payment process, improved cross-platform compatibility, and drove a substantial increase in successful transactions.

Led high-profile marketing campaign featuring Shark Tank's Daymond John:

- Collaborated with product and design teams to swiftly develop and deploy a marketing page showcasing multiple videos of Daymond John's tips and personal stories.
- Demonstrated rapid adaptability by quickly mastering unfamiliar legacy technologies, including Apache Velocity templates and Bloomreach CMS.
- Successfully delivered project as first assignment, navigating complex legacy codebase under tight deadlines.

You can check the page here: <https://www.rocketlawyer.com/pros-of-business>

SOFTWARE ENGINEER

MAY 2021 - OCT 2023

IBM - Part of the top talent program

Migrated legacy systems, enhanced CI/CD processes, improved monitoring for our services, developed accessible and testable frontend components, and created comprehensive documentation for our REST APIs.

Projects

Issue Tracking Mobile App for Technicians:

- Orchestrated comprehensive app modernization:
 - Upgraded React Native from version 0.64 to 0.70
 - Transitioned from React Native CLI to Expo ecosystem
 - Migrated from CodePush to EAS Update for more efficient over-the-air updates
- Engineered an innovative release pipeline leveraging Expo Fingerprint for optimized build processes
- Implemented versioning strategy with distinct testing and production builds
- Established robust application logging for enhanced monitoring and debugging

Issue Tracking Web App for Managers:

- Expanded functionality through development of new Vue components
- Ensured WCAG compliance by implementing W3 WAI accessibility guidelines
- Extended backend capabilities by creating new RESTful API routes

Prediction Model Algorithm Automation:

- Designed and implemented an automated training system:
 - Created a monthly cronjob for regular model retraining
 - Utilized S3 bucket as shared volume between prediction model and trainer containers
 - Established seamless file management for continuous model improvement

These initiatives significantly enhanced app performance, user experience, and predictive capabilities while streamlining development and deployment processes.

OPEN SOURCE

Improved Developer Experience and Documentation:

- Expo: Enhanced documentation accuracy by correcting a typo.
- Zeego: Unblocked new feature release by updating crucial documentation.
- MDN Docs: Improved user navigation by fixing a broken link.

Enhanced User Interface and Functionality:

- Cal.com:
 - Optimized sidebar UI by implementing text truncation with ellipsis for long user names.
 - Strengthened codebase reliability by adding unit tests for a resolved bug.
 - Developed solution for teams page loading issue (alternative approach ultimately adopted).

Expanded Accessibility:

- NodeJS Website: Significantly improved Portuguese language support by translating over 1,900 words.

EDUCATION

UNIVERSIDADE ANHEMBI MORUMBI

Bachelor of Computer Science

OTHER ROLES

SOFTWARE ENGINEER INTERN

IBM

JUN 2019 - MAY 2021