Front-End Developer

Hello, I'm Richard, 33 years old, currently working as a Growth Hacker in NFE.io, a Brazilian Startup that sells API's to help business to automate their invoices and fetching data from the government.

My goals as a Front-End Developer are: Improve my skills as a developer, have an international experience in a daily job and I just love coding, I do it for fun!

Skills

HTML	Javascript	Node.js
CSS	React	JQuery
Wordpress	Docker	Drupal
SEO	PHP	Git

Job Experience

15 years working with tech

Starcorp (2008 - 2009)

It all started at 18 years old. Right after finishing the technical course in web design, I got my first opportunity as an employee at Starcorp. Starcorp is a technology company that has a contract with one of the largest marketing companies in Brazil, grupoTV1.
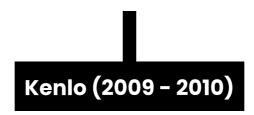
I worked on contracts for Schincariol, Toshiba, ESPM, Fleury and Honda.

In these projects, I worked as a junior front-end developer, developing websites and intranets for these companies.

Highlights: This was the era of Internet Explorer 6, so I had to develop a CSS for IE6, one for IE7, one for Safari, and one for Firefox (Google Chrome didn't have much adoption yet).

Technologies: HTML, CSS2, Javascript, Microsoft Sharepoint

Errors/Lessons learned: At Starcorp, I was a very immature person. I let some things that happened at work affect my personal life, and that's why I ended up having stomach ulcer crises from getting nervous with negative feedbacks. I learned to separate things and understand that negative feedbacks are actually excellent opportunities to understand how to improve my performance at work.

Kenlo (2009 - 2010)

After working in Starcorp for a year, I was looking for a college, so I sought another job with higher pay to be able to pay for my studies.

That's when I found Kenlo, which is now the largest real estate software in Brazil. At the time, the company was just starting and had only 8 developers (now there are almost 1000).

I worked as a website-making machine. There was a standard back-end code for all websites that pulled data from the real estate software. My job was to implement 2 websites per week and the cool thing is that I still developed with CSS2, CSS3 had not even been released yet.

Highlights: Depending on the complexity of the websites, I could develop 1 per week in a few cases, 2 per week always and sometimes I could deliver 3 websites in one week. I calculated the time I spent working there, considering that I worked for 13 months, deducting 1 month of learning, there were 48 weeks producing 2 websites per week (average). This gave a total of 96 websites developed in the time I worked there.

Technologies: HTML, CSS2, Javascript, JQuery, Tableless, CSS sprite

Errors/Learnings: My biggest mistake at Kenlo was turning my job into something very robotic and repetitive. I stopped testing new technologies and learning new things to try to deliver more websites per week. This ended up delaying my learning in parallel with college.

Ci&T (2010 - 2013)

In the city where I live, Campinas, Ci&T was the second largest technology company, only behind IBM. So the dream of all the developers in my college was to work in one of those companies.

I entered the selection process without pretense, as I already knew intermediate English, I went and participated. To my surprise, I passed the writing and conversation English test and the technical tests as well.

So I went to work there, and it was an incredible experience. We worked with the TCS staff, with SCRUM and I worked on very large projects with governance and compliance.

I worked 18 months on a Johnson & Johnson project, and then 8 months on a Pfizer project. During this time, we had monthly meetings with customers in English, starting a little bit of international experience.

The projects were developed in the CMS Drupal, which facilitated the editing of texts on the customer side.

After that, I decided to explore a little more of Graphic Design and I changed area within the company. It was cool the experience, because I worked together with the Marketing and HR teams on internal company projects, being able to create layouts, branding and printouts.

Highlights: After the first year working there, I got a parallel position that was called Multiplier. Basically, the Multipliers were a group of the best front-end developers who were pointed out by the managers. This group had the function of creating the technology standards that the company would use, creating standards like IDEs, Media Queries, Scripts that should be in all projects and testing standards that we should do both code and performance before delivering a task.

Technologies: HTML, CSS3, Javascript, Jquery, Media Queries, Drupal, PHP, SVG, Git

Tools: Dreamweaver, Adobe Illustrator, Adobe Photoshop, Scrum

Errors/Learnings: I wouldn't say it was an error, but rather a big learning experience. Changing area from developer to graphic designer was a very big challenge. Leaving the Scrum methodology and becoming a P.O. of the internal company projects brought me many challenges both technically and in time and activity management.

Primow (2014 - 2014)

At Ci&T, I ended up getting a pretty cool opportunity to design a blog on maternal care for Johnson & Johnson over a weekend. At the time, I received overtime pay, of a very low value, and my manager accidentally shared an email with the budget for this design. The company charged U$17,000 for the work I did in 2 days.

I ended up developing the mindset that I could receive those values if I became an entrepreneur, and that's why I left there.

During this period, I wanted to have an international experience. That's why I joined Primow, which was a small agency as a Graphic Designer and Developer. I created the projects for clients from design to final code in production.

I worked there for 6 months, saving 70% of my salary to be able to travel to London.

I went to London, visited Belgium, Holland and was able to practice English a lot and learn different cultures. I stayed 45 days in Europe.

Technologies: HTML, CSS3, Javascript, JQuery, Wordpress, C#

Tools: Adobe Illustrator, Adobe Photoshop

Highlights: I was able to do an excellent briefing with clients. I delivered 3 projects only while I was there, but all 3 designs were approved without almost any changes, which showed that I was able to understand and design the projects very well and meet the expectations of the clients.

Errors/Learnings: Despite being a bit impulsive to have left a good career at Ci&T to become an entrepreneur and have an international experience, I do not regret it. I was very young and these experiences gave me a new perspective on the world.

Webeats (2014 - 2022)

Webeats was the business I wanted to open to start my entrepreneur life. It was an agency, in my case just one person, that did all kinds of possible services. I was very eager to learn, so I sold projects without knowing how to do them, learned how to do them and delivered.

I sold services like: creating websites in WordPress, branding, e-books, infographics, prints (business cards, personalized folders, flyers, etc.), voting systems and assembly systems (for medical societies), e-commerce, SEO, blog articles, Instagram art, managing YouTube channels, Google Ads, and creating sales funnels.

The experience of being an entrepreneur and CEO was incredible and exhausting. I had to do everything, sell, generate contracts, generate invoices manually, issue notes manually, do design, write texts, develop code, maintain projects, collect debts, and market the company for new contracts.

Technologies: HTML, CSS3, Javascript, WordPress, JQuery, PHP, Woocommerce, Docker, Git, Composer, Swagger.

Tools: Photoshop, Illustrator, Figma, Google Analytics, Google Tag Manager, Google Search Console, Google Ads, Page Speed Insights, RD Station, Mautic, Hotmart

Highlights: The biggest highlight of my agency was the SEO part. I was able to put 12 companies in the first place on Google, surpassing all their competitors. I started selling this SEO part as the focus for my clients and it worked very well.

Errors/Lessons: My biggest mistake in opening my agency was not knowing how to charge my clients correctly. I ended up charging a very low price, which made it difficult for the company to grow. This generated a lot of demand, without budget to grow the team.

NFE.io (2020 - Today)

When the COVID-19 pandemic hit, everything changed at the company. Many customers canceled their contracts and I realized it was time to close the agency. I had very nice support from the CEO of NFE.io who made efforts to recruit me to the startup on several different occasions. I accepted the proposal and a new challenge, which was to join the Marketing team. I learned a lot during this journey, as I had to completely leave my comfort zone to learn all aspects of an area that I was not used to.

Working at NFE.io was an amazing experience, as I learned a lot about the growth of a company that was generating millions with less than 20 employees. There, I learned everything about a company from end to end, from customer prospecting, sales team, automation, integrations that made sense and having synergy with the development team in a more easy way, due to my background as a developer.

I carried out activities such as: creating persuasive texts for email, creating landing pages that convert, creating materials (e-books, spreadsheets, videos), generating leads, creating processes for the sales team, creating long-term strategies, growth hacking, elaborating strategic partnerships, benchmarking, social media for startups, participating in startup communities, data analysis, performing A/B tests, and team management.

I believe it was one of the richest experiences during my career. I did not stop developing, as there I developed the new website, the documentation and redesigned the blog together with my technical SEO knowledge so that the company could grow more.

Technologies: React.js, Ember.js, Node.js, Wordpress, APIs, Docker, Composer, Moodle, WHMCS, Cloud Functions, Azure Cloud

Tools: Hubspot, Gupshup, Landbot, Snov.io, Mautic, Figma, Photoshop, Google Data Studio.

Highlights: There are 2 highlights that I see as main: the first is that with Technical SEO I managed to increase blog visits from 1.5 million annually to 2.8 million annually in just 1 year. The second point is that I managed to double the lead generation.

Errors/Learnings: Changing areas to Marketing was a very difficult challenge. I had to study a lot, read and watch many videos in the area to perform better. As the area was without anyone, I ended up being the marketing manager of NFE.io, but doing all the strategic and operational part, which consumed me a lot, as I needed more people on the team. The learning I took from this was the importance of teamwork, as having more people to discuss activities and strategies would have helped me evolve faster.

Education

I never stopped studying

English School

3 different schools - 2003/2011

Learned English since 13 years old, since beginner until english for business. Despite that, I've never did TOEFL or TOEIC tests.

System Analysis

Bachelor Degree - 2011

Bachelor Degree In System Analysis. Learned Java, Project Management, Prototyping projects, ITIL, Scrum an Programming Logic.

Javascript

Curso em vídeo - 2016

I wanted to imporve my javascript skills so I did a course in youtube and developed an intranet for my clients in the agency.

Digital Marketing

Joba - 2018

It was a complete course of digital marketing to create an online business. Learned Google ADs, Youtube and Instagram.

Python

Hashtag - 2022

A course of basic python to automate some processes that I had to do manually. Built a simple tool to fetch data from websites.

Web Design

People Comunicação - 2007

It was a technic course to learn the concepts of the web and my fist contact to HTML and CSS. Also had classes of Adobe Photoshop.

Enterpreneuship

SEBRAE - 2014

Learned how to manage a small company and the necessary steps to open an maintain a business.

Mautic

Curso em vídeo - 2017

As I was working for clients I did a course of Mautic, that is an opensource tool for marketing automation.

Video Editing

Youtube - 2019

Learned to edit videos in Sony Vegas to create content for a client. It turned out in one video with 740k+ views.

Growth

Growth Conference - 2022

It was a 3 day immersion in the largest latin america growth event. Lectures by Aaron Ross and Sean Ellis and other executive directors.

Leader Training

Nova Conexão - 2010

Leader Training using NLP (Neurolinguistic Programming) and really good methods that made me a better person.

Copywriting

Viver de Blog - 2015

Learned how to write better and do persuasive writing in blog posts to convert sales. I had some blogs in the past and have untill today.

PHP

Youtube - 2017

Did an intermediate PHP course to improve my skills within PHP and wordpress. After that, I started making my own plugins.

Agile

RD Station - 2020

Agile for Agencies: It was a fast course but helped me to understand how to apply some different processes to my agency.

DevOps

DevOps de Elite - 2023

Currently studying Docker, Kubernetes, Jenkins, Terraform, Prometheus and Grafana. Just to understand better how it works.

Projects

Some of my work

NFE.io

UI/UX Design + Development

I've designed part of the components of the website and developed all of it. Used Wordpress, HTML, CSS, Javascript, Bootstrap and BEMIT convention.

Planeta Plug

UI/UX Design + Development

I've designed the logo, all the website and developed it in Wordpress. Since it's my own website I plan to develop it again using Gatsby.

Zumktips

UI/UX Design + Development

I've designed the logo, all the website and developed it in Wordpress. Used some Ajax and developed all the grids.

My Portfolio

UI/UX Design + Development

I've designed all the website and developed it using React. It was a simple project and I like it a lot.

Conclusion

Hire me!

I've spent a lot of time gathering all this information to deliver in the best way possible all information you would need to understand me professionaly.

So please, consider talking to me a little bit!

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