Sidonio Silva

Software Engineer

sidoniomiguelsilva567@gmail.com
+44 7444 504 696
linkedin.com/in/sidsilva/
github.com/sid-lpcd

PROFILE

I'm passionate about using development to create impactful, user-focused applications that give users back time to focus on what is important.

Starting in the start-up world gave me hands-on experience with both front-end and back-end development, where I learned to adapt quickly and innovate. Moving to larger companies allowed me to scale these applications and integrate complex systems effectively.

In the future, I'm excited to continue exploring ways to improve user experience through scalable, high-quality software solutions.

SKILLS

HTML, JS, TypeScript, React, Vue.js, Nuxt.js, WordPress, Shopify, CSS, Sass, Bootstrap, Tailwind

Node.js, MySQL, PHP, Python, C API Mocking, REST APIs, Express, DOM APIs, Web APIs, User Auth, OAuth

Jest, Heroku

Git, GitHub, Continuous Integration / Continuous Delivery (CI/CD), Version Control, Deployment, Agile Development

Figma, Wireframes, User Research, UX Strategy, Prototyping, User Testing

EXPERIENCE

Web Developer and Digital Marketing Executive | Bracebridge / Zephyr X

MAY 2024 – AUG 2024, LONDON, UK | OCT 2024 - NOW, REMOTE

- Boosted conversion by 5% through a direct CRM pipeline with website forms and live chat using Zapier.
- Increased organic views and conversions by developing and expanding 5 websites using WordPress, PHP, JS, HTML, and CSS, enhancing overall website SEO by 10%.
- Reduced advertising costs by 50% and increased leads by 20% through implementing and optimizing digital ads.

Vice-President Engineering | Metalchemy

SEP 2022 – MAR 2024, LONDON, UK

- Led a full-cycle implementation of a new sub-brand (Alchemy Natural), including e-commerce full-stack development in Shopify.
- Amplified B2C revenue to £5k/m and acquired 10 high-value B2B clients through comprehensive market research and gap analysis.
- Increased e-commerce monthly traffic to 5k new users and conversion to 3% by implementing UX/UI and SEO strategies.
- Secured £750k grant funding for innovative solutions (BFAA) and oversaw the grant-awarded project lifecycle from ideation to implementation.

EDUCATION

BrainStation | Diploma, Software Engineering

SEP 2024 - DEC 2024, LONDON, UK

University College London (UCL) | BEng & MEng in Electrical & Electronic Engineering

SEP 2018 - JUN 2022, LONDON, UK

PROJECTS

Front-End Developer | Hackathon - Volleyball Team Manager Game

OCT 2024, Meta Capstone

- Developed a user interactive game using vanilla JS, HTML and Sass.
- Used Axios for web APIs of current information on volleyball teams.
- Coded JS classes and functions to create DOM elements dynamically.

Front-End Developer | Restaurant Book a Table Webpage

SEP 2024, Meta Capstone

- Developed a dynamic restaurant booking web page using React.
- Mocked APIs and utilized modern CSS for intuitive and accessible UI.
- Implemented form submission managing state with hooks.
- Used UX/UI best practices and strategies to identify user requirements.