

Thomas Ryu Sameshima

Front-end Software Engineer • São Paulo, Brasil

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Technical Skills

Front-end Engineer

- HTML / CSS / JavaScript (ES6, TypeScript)
- React
- Next.js / Vercel
- Tailwind CSS
- WordPress

Development tools

- GitHub
- Figma
- Jira



Analytics and Data


- Google Tag Manager
- Google Analytics 4
- Google Optimize
- Microsoft Clarity, Hotjar
- HubSpot (Marketing Hub)

Other skills

- Search Engine Optimization (SEO)
- Conversion Rate Optimization (CRO)


Previous Experiences


<div></div> <div>Cobli — Front-end Software Engineer <i>(Nov 2018 - present)</i></div> <div><ul style="list-style-type: none">• Built the company's first fully-fledged website in 2019 using Gatsby, Emotion, Jest, and Netlify, jump-starting our inbound traffic.• Built the company's blog in 2019 using WordPress, kick-starting our organic traffic.• Set up Cobli's entire analytics and lead-to-CRM ecosystems for both website and blog, using tools such as Google Tag Manager, Google Analytics 4, Microsoft Clarity and HubSpot.• Assisted our SEO Analyst with technical improvements, allowing us to reach first page and even first position in multiple key search terms in our target market.• Refactored the entire website in 2023 using Next.js, not only improving scalability but also reducing our load times by 23%.• Implemented numerous A/B tests using Google Optimize, notably increasing our conversions by 27% due to one of them (a home page overhaul).• Led weekly cross-team meetings to improve collaboration and disseminate knowledge among Cobli's frontend engineers.</div>
<div></div> <div>Alura — Junior Front-end Software Engineer <i>(Mar 2018 - Oct 2018)</i></div> <div><ul style="list-style-type: none">• Refactored Alura's entire home page, improving loading times by 11%.• Provided lectures to junior developers and interns about front-end topics such as specificity and element layering.• Continued to execute my previous tasks as an intern.</div>

 **Alura — Intern**
(Aug 2017 - Mar 2018)

- Provided support to our users by answering technical questions in our forums.
- Fixed straightforward bugs reported by both users and employees.
- Created and updated web pages, sections, and components in Alura's website and courses platform.

Education

 **Bachelor's Degree in Computer Science**
University of São Paulo, São Paulo, 2018

 **Cambridge English: Advanced (CAE) – CEFR level C1**
Cambridge Assessment English, 2011

Articles

- [Refactoring Cobli's Website to NextJS](#)
- [A Glimpse at Cobli's Website and Blog's Ecosystem](#)