

# Vinicius Cainelli

## **Frontend Developer**

<https://cainelli.dev>

[github.com/vicaineli](https://github.com/vicaineli)

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I'm a Brazilian Developer, UI Designer and team player with an insatiable passion for UI, create and build amazing and beautiful applications that make an impact on people's lives.

- Strong knowledge and experience with HTML, CSS, and Javascript
- Knowledge and experience with Sass, Gulp, Git, VueJS, Laravel, PHP, and MySQL
- Knowledge of Webpack, ReactJS, ES6, NodeJS, AWS, Serverless and Docker

## WORK EXPERIENCE

### **Frontend Developer, Vivo (Telefônica Brasil)**

*2019 – Present* - São Paulo, SP

Vivo is a brand of Telefônica Brasil, a subsidiary of Telefónica and the largest telecommunications company in Brazil.

I'm part of a squad that's mission is to minimize the phone calls from customers and solve their issues using the Web and Mobile Apps, without human contact.

I'm responsible for the Frontend development of this interface, using a lot of Javascript, to building UI (with VueJS) and the tests (TDD with Jest), and refactoring some parts of the CSS, and making sure we'll reusing more code than creating.

### **Tech Lead, Wunderman Brasil**

*2018 – 2019* - São Paulo, SP

Wunderman is a global digital agency, as a Freelancer Tech Lead I'm:

- Make sure that all of the apps are delivered with high quality;
- Moving projects to new technologies;
- Create an efficient relationship between UI/UX team and developers;
- Definition of the technical architecture of projects.

### **Front End Developer, Mandaê**

*2016 – 2018 - São Paulo, SP*

At Mandaê, besides writing code, I also create and develop solutions that are helped hundreds of customers

- Build UI applications using AngularJS and Bootstrap;
- Develop responsive user interface while working directly with Design team;
- Responsible for the development of the new institutional website;
- Store and consume data from Restful Web APIs and Services.

### **Co-Founder & Full Stack Maker, Menyoo**

*2014 – Present - São Paulo, SP*

Menyoo it's a menu platform, offer a clever analytics dashboard for restaurants owners.

As a CTO and Co-Founder, I am responsible and the person who does everything about the Product, like, design, development, QA, DevOps, and digital marketing.

- All apps are developed with Laravel and VueJS;
- Working with AWS (RDS, S3, EC2, Elastic Beanstalk);
- Learning a lot about Linux for servers.

### **Frontend Engineer, PayU América Latina**

*2013 – 2016 - São Paulo, SP*

At PayU, I worked in two different teams, Product and Technology

- Prototype new concepts along with a UX Designer;
- A/B testings to improve checkout conversions;
- Landing Pages and emails for marketing campaigns;
- Responsible for the change of the brand Bcash for the PayU brand in the institutional site and main web application.

### **Accomplishments**

- **Increase sells conversions in 30%** after to applying Responsive Web Design in the checkout page process.

### **Web Developer, Creative House Ad Agency**

2009 – 2012 - São Paulo, SP

At Creative House, I was like the "Full Stack Developer" these days.

- I developed and created web applications, intranets and custom CMSs using Apache, MySQL, and PHP;
- Also, I created animated banners using Flash.

### **Web Developer Internship, City Hall of São Paulo**

2008 – 2009 - São Paulo, SP

I started working at City Hall when I decide to move my career to web development instead of marketing and advertising. I didn't know anything about software development, server-side languages or even Javascript, I just knew HTML and CSS. But I learned a lot of jQuery, PHP, and MySQL during this 17 months in this internship.

## EDUCATION

### **2015 PGCert, Web Engineering, SENAC University**

### **2009 BS Marketing and Advertising, Mackenzie Presbyterian University**

## TECHNICAL SKILLS

HTML, CSS, Javascript (ES5/ES6), Sass, Gulp, Webpack, Git, Web Development, Google Analytics, PHP, MySQL, Laravel, VueJS, ReactJS, AngularJS, Photoshop, Sketch App, Web Design, User Interface

## LANGUAGES

Portuguese and English.