Vinicius Cainelli

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| **UX Engineer** https://cainelli.rocks  github.com/vicaineli | São Paulo, Brasil  vicainelli@gmail.com  +55 (11) 982 883 353 |

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 lives.

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

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# WORK EXPERIENCE

## Tech Lead, Wunderman Brasil

## *2018  – Present -* 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;
* Bring concerns about performance and accessibility;
* 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, 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 Bcash, 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 35%** 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 Advertising and Marketing, Mackenzie Presbyterian University

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# 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

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# LANGUAGES

Portuguese and English.