

Wilson Alberto

Senior Frontend Engineer | Product-Minded | Remote-First

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12+ years building products that convert users into customers.

I optimize for business outcomes, not technical complexity.

Delivered €100K+ GMV through a single performance optimization.

TECHNICAL EXPERTISE

Frontend: TypeScript, React, NextJS, Redux-Saga, React Native, GraphQL, Apollo

Performance: Web Vitals, Lighthouse CI, Bundle Analysis, Sentry.io

Practices: Async Communication, Documentation-First, GitLab CI/CD, Design Systems

EXPERIENCE

Senior Frontend Engineer | *CobbleWeb* | Remote | Jul 2024 – Present

- Established Web Vitals monitoring with Sentry, preventing regressions via Lighthouse CI
 - Led React Native modernization: 3 major Expo upgrades maintaining iOS/Android compatibility
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Lead Software Engineer | *GotPhoto* | Remote | Jan 2022 – Jul 2024

- Optimized platform: 30% faster loads → 15% conversion increase
 - Led 5+ developers async across 3 time zones with minimal meetings (3-4/week)
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Senior Frontend Engineer | *H&M Group* | Remote | Feb 2021 – Jan 2022

- Delivered sustainable fashion marketplace in 6 months (React/NextJS/GraphQL)
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Senior Frontend Developer | *Barkyn* | Remote | May 2020 – Feb 2021

- Created Design System: 40% faster UI development
 - Checkout optimization: 18% less abandonment → 12% AOV increase
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Senior Frontend Developer | *HUUB* | Porto | Sep 2019 – May 2020

- Built Angular Storybook design system with 100% test coverage, reducing bugs 45%
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Frontend Developer | *Kununu* | Porto | Apr 2019 – Sep 2019

- Achieved sub-1-second loads and 95+ Lighthouse scores
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Engineering Lead → Frontend Developer | *Farfetch* | Porto | Jul 2015 – Mar 2019

As Lead: Managed 20 developers, improved retention 30%, redesigned hiring process

As Engineer: BackboneJS→React migration (35% efficiency gain), Lerna monorepo (50% code reuse)

As Developer: €100K GMV increase through single performance optimization

Frontend Developer | *Ogilvy & Devoteam* | Lisbon | Sep 2012 – Jun 2015

Built 50+ production websites. Progressed from jQuery to Angular, mentored juniors.

EDUCATION

BSc New Communication Technologies | University of Aveiro | 2007-2011

WHAT I BRING

- **Async-First:** 4+ years remote, documenting decisions, minimal meetings
- **Product Thinking:** Every line of code tailored for customer impact
- **Performance Obsession:** Measurable improvements tied to business metrics