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

Lead Software Engineer - Frontend | *CobbleWeb | Remote | Jul 2025 – Present*
  • Established Web Vitals monitoring with Sentry, preventing regressions via Lighthouse CI
  • Led React Native modernization: 3 major Expo upgrades maintaining iOS/Android compatibility

Lead Software Engineer - Frontend | *GotPhoto | Remote | Jan 2022 – Jul 2025*
  • Optimized platform: 30% faster loads → 15% conversion increase
  • Led 5+ developers async across 3 time zones with minimal meetings (3-4/week)

Senior Software Engineer - Frontend | *H&M Group | Remote | Feb 2021 – Jan 2022*
  • Delivered sustainable fashion marketplace in 6 months (React/NextJS/GraphQL)

Senior Software Engineer - Frontend| *Barkyn | Remote | May 2020 – Feb 2021*
  • Created Design System: 40% faster UI development
  • Checkout optimization: 18% less abandonment → 12% AOV increase

Senior Software Engineer - Frontend | *HUUB | Porto | Sep 2019 – May 2020*
  • Built Angular Storybook design system with 100% test coverage, reducing bugs 45%

Software Engineer - Frontend| *Kununu | Porto | Apr 2019 – Sep 2019*
  • Achieved sub-1-second loads and 95+ Lighthouse scores

Engineering Lead & Senior Software Engineer - Frontend | *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

Software Engineer - Frontend | *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