

# 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

### 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)

### Senior Frontend Engineer | H&M Group | Remote | Feb 2021 – Jan 2022

- Delivered sustainable fashion marketplace in 6 months (React/NextJS/GraphQL)

### Senior Frontend Developer | Barkyn | Remote | May 2020 – Feb 2021

- Created Design System: 40% faster UI development
- Checkout optimization: 18% less abandonment → 12% AOV increase

### Senior Frontend Developer | HUUB | Porto | Sep 2019 – May 2020

- Built Angular Storybook design system with 100% test coverage, reducing bugs 45%

### Frontend Developer | Kununu | Porto | Apr 2019 – Sep 2019

- Achieved sub-1-second loads and 95+ Lighthouse scores

### 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