Luiz Almeida

Senior Full-Stack Engineer | React and Node Engineer

TypeScript | Next.js | Ruby on Rails | I love turning ideas into pixel-perfect apps

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SUMMARY

Full-stack engineer with 10+ years building scalable, maintainable web and mobile applications for US and Brazilian companies. Skilled in React, Next.js, TypeScript, Node.js and Ruby on Rails, with a track record of integrating REST and GraphQL APIs, owning CI/CD pipelines and cloud deployments on AWS and Azure, and collaborating closely with product, design and platform teams. Passionate about clean code, performance and user-centric development.

SKILLS

Front-end	React, Next.js, TypeScript, React Native, Vue.js, Redux, Framer Motion, Tailwind CSS
Back-end	Node.js, Express.js, Ruby on Rails, PostgreSQL, Firebase, Supabase, Amplify
APIs & Security	REST, GraphQL, WebSockets, OAuth2, JWT
DevOps & Tools	Docker, GitHub Actions, CI/CD, AWS, Azure, Datadog, Sentry, Snowflake
Quality & UX	Accessibility (WCAG), A/B testing, design systems, web performance
CMS	Strapi, WordPress

EXPERIENCE

Housecall Pro — Senior Software Engineer — Jul 2025 – Nov 2026

Remote (CO, USA) · PLG Discovery team

- Built and maintained the navigation layer and homepage — the first surfaces every new account sees during the 14-day free trial, on a platform used by 200K+ pros.
- Delivered onboarding, Get Started and checklist experiences that guide new businesses from sign-up to activation, contributing to a 36% lift in trial activation.
- Wrote architecture review documents and drove technical alignment with the Platform team on shared components and infrastructure.
- Owned incident response for discovery surfaces in a one-week-per-month on-call rotation using Datadog and Sentry; analyzed onboarding funnel data in Snowflake to guide prioritization.

RoVRstack.ai — Senior Software Engineer — Dec 2024 – Sep 2025

Remote (NY, USA)

- Led front-end architecture and development for an AI platform using Next.js and TypeScript, improving overall performance by 40%.
- Developed an onboarding experience with dynamic flows and conditional logic, reducing drop-off rate by 25%.
- Integrated a FastAPI backend and multiple LLM endpoints for real-time AI inference features; built complex transitions with Framer Motion.

JoVE — Senior Software Engineer — Nov 2023 – Dec 2024

Remote (MA, USA)

- Built and maintained web applications on Next.js, WordPress and Strapi supporting 2M+ monthly users.
- Reduced page load times by 35% through code splitting and asset optimization; improved mobile responsiveness, increasing average session time by 18%.
- Helped establish a design system for consistent UI implementation across teams.

Lojas Renner — Front-end Engineer Feb 2022 – Oct 2023
São Paulo, Brazil

- Refactored legacy web and mobile apps for Brazil's largest fashion retailer, improving Lighthouse performance scores by 50+ points.
- Led WCAG 2.1 accessibility compliance across experiences with 30M+ monthly visits.
- Contributed to a mobile shopping revamp that increased conversion rate by 12%.

mLabs — Front-end Engineer Jan 2021 – Apr 2022
São Paulo, Brazil

- Delivered performant React and Redux UI components supporting 100k+ daily active users; cut average rendering time by 30%.
- Led a front-end refactor and migration that reduced tech debt and made team deployments 3x faster.

Hortifruti — Front-end Engineer Jul 2021 – Feb 2022
São Paulo, Brazil

- Rebuilt checkout and user flows with Vue.js and React, decreasing cart abandonment by 20%.
- Integrated analytics and A/B testing, resulting in a 15% lift in weekly transactions.

Udacity — Tech Advisor, React Nanodegree Jul 2018 – Jul 2021

- Reviewed 700+ student projects and mentored students in 15+ countries, helping 300+ graduates complete their Nanodegree.

Proenem — Front-end Engineer Apr 2019 – Feb 2020

- Developed real-time dashboards with React and Firebase for an EdTech platform used by 10k+ students weekly.

Grifo — Full-stack Engineer Jun 2018 – Jul 2019

- Built internal HR platforms for enterprises such as PepsiCo, GPA and ADP, reducing manual work by 40%; live updates with Socket.IO.

Taylor (Crypto) — Senior Front-end Engineer Jan 2018 – Jun 2018

- Built trading dashboards and integrated wallet creation and blockchain operations for an ICO launch handling 10k+ simultaneous requests.

Earlier (2013 – 2017): Head of Front-end at PDVend (B2B POS SaaS; component-driven React, +50% code reuse) · Senior Full-stack Engineer at Plural Web · Lead Front-end Engineer at Object Edge (Fortune 500 e-commerce; −60% UI bugs via test automation) · Lead Web Developer at Xtech Commerce (e-commerce SaaS with 5k+ merchants).

EDUCATION & LANGUAGES

PUC-RS — Bachelor in Software Engineering (expected Jan 2028)

English — B2 (Upper Intermediate) · Portuguese — Native · Spanish — Limited working