Gustavo Fonseca

Software Engineer

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SUMMARY

- Software Engineer with 5+ years of experience working for leading retail companies in Brazil, specializing in design system development, web performance optimization, and scalable front-end architectures.
- Boosted developer productivity by 30% through a unified design system and improved e-commerce performance, driving higher organic traffic via effective SEO strategies.
- Delivered customer-centric features that reduced support calls and enhanced satisfaction, while promoting best practices and continuous innovation across technical teams.

SKILLS

React.js, Next.js, TypeScript, JavaScript, ES6, Node.js, CSS, Tailwind, HTML5, GraphQL, Unit Testing, Integration Testing, Playwright, Cypress, Jest, Storybook, Design System, SEO, Google Analytics, Google Tag Manager, Git, GitHub, Vite, Webpack

WORK EXPERIENCE

Valid   **São Paulo, BR**
Software Engineer   *Jun 2024 - now*

Valid is a global company specializing in secure solutions for digital and physical identity, data security, and payment technologies.
- Developed the statewide CIN scheduling platform serving over 9 million residents in Ceará, improving performance and ensuring booking authenticity through SMS verification.
- Built the second-copy issuance platform for CIN with facial recognition integration, enhancing security and automation in the identification process.
- Created self-service kiosk applications to demonstrate Valid's facial recognition technology at major events such as Febraban Tech and ECD, contributing to new business visibility and partnerships.
- Currently developing an administration system for ID issuance slots, enabling public institutions and partners to manage and expand scheduling availability with an improved user experience.

Tok&Stok   **São Paulo, BR**
Software Engineer   *Sep 2021 - Mar 2024*

Tok&Stok is one of Brazil's largest furniture and home decor retailers, renowned for its contemporary designs and widespread presence nationwide.
- Created a design system that standardized the e-commerce design, increasing developer productivity by 30%
- Rebuilt the B2C e-commerce, increasing performance and reducing errors occurrences
- Actively participated in code reviews and provided constructive feedback, fostering a culture of knowledge sharing and continuous improvement.
- Implemented a comprehensive SEO strategy incorporating on-page optimization, meta tag improvements, and clean URL structures, improving the organic search traffic.

Grupo SBF   **São Paulo, BR**
Software Engineer   *Jan 2020 - Sep 2021*

The Grupo SBF is a prominent retail conglomerate that owns major sportswear brands and operates a vast network of stores, including Centauro and Nike Brazil.
- Contributed to the creation of a design system, which served both the Nike and Centauro e-commerces, increasing developer efficiency

- Built features that enabled customers to cancel and return items directly from the Centauro's website, reducing customer service calls and increasing customer satisfaction
- Rebuilt the voucher platform, order list, and order details of Centauro, all from .NET to React, making the platform easier to use and more performant
- Built the order, voucher, and attendance pages for Nike Brazil's e-commerce platform from scratch using Next.js, following the Figma prototypes

EDUCATION

Mackenzie Presbyterian University, São Paulo   **São Paulo, BR**
B.S., Computer Science   *Graduation Date: Dec 2022*

LANGUAGES

- English - Advanced;
- Portuguese - Native Speaker