Vinicius Cainelli

Frontend Developer

Enschede, Netherlands

https://cainelli.dev

vicainelli@gmail.com

github.com/vicainelli

+31 06 34327434

Frontend Developer and team player with an insatiable passion for UI, creating and building tremendous and beautiful applications that make an impact on human lives.

WORK EXPERIENCE

Software Engineer, IKEA

Jan 2022 – present - the Netherlands

At IKEA, I'm playing a frontend engineer role in two different teams:

Rewards and Loyalty

Building and developing the global rewards program, IKEA Family with superpowers. Close collaboration with Product, Design and Engineer teams to architect and build a robust and scalable global solution.

Personalisation Content Optimization

On PCO, I'm responsible for creating a seamless consumer experience by developing web components (fragments) combined with a bunch of A/B tests to be used on IKEA's homepage across all markets in the world.

Software Developer, Just Eat Takeaway

May 2020 – Dec 2021 - the Netherlands

Responsible for creating a new design system component library from scratch in VueJS, used for around ten squads in the company.
Help other front-end developers contribute to and improve the component library.

Frontend Developer, Vivo (Telefônica Brasil)

Jun 2019 – May 2020 - São Paulo, Brazil

My team's mission was to minimise customer phone calls and solve their issues using the Web and Mobile Apps without human contact.

I'm responsible for the front-end development of this interface, using a lot of Javascript, building UI (with VueJS) and the tests (TDD with Jest), refactoring some CSS parts, and making sure we'll reusing more code than creating.

Tech Lead, Wunderman Brasil

2018 – 2019 - São Paulo, SP

Wunderman is a global digital agency; as a Freelancer Tech Lead, I'm:

- ⇢ Responsible for making sure that all of the apps are being delivered with high quality;
- ⇢ Move client projects to new technologies;
- ⇢ Create an efficient relationship between UI/UX team and developers;
- ⇢ Definition of the technical architecture of projects.

Front End Developer, Mandaê

2016 – 2018 - São Paulo, SP

At Mandaê, besides writing code, I also create and develop solutions that are helped hundreds of customers

- ⇢ Build UI applications using AngularJS and Bootstrap;
- ⇢ Develop a responsive user interface while working directly with Design team;
- ⇢ Responsible for the development of the new institutional website;
- ⇢ Store and consume data from Restful Web APIs and Services.

Full Stack Maker & Co-Founder, Menyoo

2014 – Present - São Paulo, SP

Menyoo it's a menu platform that offers a clever analytics dashboard for restaurant owners. As a tech guy and co-founder, I am responsible and the person who does everything about the product, like design, development, QA, DevOps, and digital marketing.

As an only tech person, I have to learn about servers, deployments, and monitoring.

Also, I improve my UX/UI skills to create and recreate all interfaces and user flows.

Frontend Engineer, PayU América Latina

2013 – 2016 - São Paulo, SP

At PayU, I worked in two different teams, Product and Technology

→ Prototype new concepts along with a UX Designer;

→ A/B testings to improve checkout conversions;

→ Landing Pages and emails for marketing campaigns;

→ Responsible for the change of the brand Bcash for the PayU brand in the institutional site and main web application.

Accomplishments

→ **Increase sales conversions by 30%** after applying Responsive Web Design in the checkout page process.

Web Developer, Creative House Ad Agency

2009 – 2012 - São Paulo, SP

At Creative House, I was like the "Full Stack Developer" these days.

→ I developed and created web applications, intranets, and custom CMSs using Apache, MySQL, and PHP;

→ Also, I created animated banners using Flash.

Web Developer Internship, City Hall of São Paulo

2008 – 2009 - São Paulo, SP

I started working at City Hall when I decided to move my career to web development instead of marketing and advertising. I knew nothing about software development, server-side languages, or even Javascript; I just knew HTML and CSS.
But I learned a lot of jQuery, PHP, and MySQL during the 17 months of this internship.

EDUCATION

2015 PGCert, Web Engineering, SENAC University

2009 BS Marketing and Advertising, Mackenzie Presbyterian University

TECHNICAL SKILLS

HTML, CSS, Javascript (ES5/ES6), VueJS, Sass, Web Development, Git, PHP, MySQL, VueJS, ReactJS, NodeJS, Sketch App, Figma, UI Design