

João Pedro França Feitosa

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Full Stack Developer | Modern Web Development & RLHF and AI-Driven Solutions

With 5 years of professional experience, I'm a Full Stack Developer specializing in delivering end-to-end web solutions. My expertise spans modern web development (frontend and backend), ecommerce platforms, ERP and CRM integrations, digital marketing strategies, and pricing optimizations. Additionally, I integrate advanced AI-driven solutions—such as Reinforcement Learning from Human Feedback (RLHF) and recommendation engines—to enhance user experiences and product offerings. I thrive in designing scalable architectures, leading development from concept to deployment, and leveraging data-driven insights to continuously improve product performance and user satisfaction.

Professional Experience

Pave | Software Developer

Aug 2023 — Present

- Worked on projects such as **Velocitá**, **True Source**, and **Inside Home**, helping to build and optimize e-commerce and management platforms.
- Currently working on the **Dilis** project as a Frontend Developer, using React, TypeScript, Vite, and TailwindCSS to create efficient and responsive components.

Triilha | Full Stack Engineer

Apr 2022 — Aug 2023

- Migrated the landing page from WordPress to Preact, improving the user experience.
- Refactored form flows, integrated validation via API, and set up A/B testing for optimization.
- Developed the Triilha App, web and mobile platforms, focusing on reimplementing pages and reusable components.

GoldenBI | Full Stack Engineer

Jul 2021 — May 2022

- Provided fast e-commerce solutions for small and medium-sized businesses, covering the entire sales cycle.
- Offered ongoing support and maintenance for e-commerce solutions, focusing on CRM, payments, and inventory management.

AbInBev | Sales Performance Analyst

Jan 2020 — Apr 2021

- Analyzed the performance of the sales department and set goals to optimize processes.
 - Updated databases and systems to ensure the daily processing of sales data.
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Core Competencies

- **Full Stack Web Development:** Proficient in JavaScript/TypeScript, Node.js, React.js, Next.js, Vue.js, HTML5, CSS3, and modern UI/UX frameworks.
 - **Backend Engineering:** Experience with RESTful APIs, GraphQL, microservices architectures, authentication/authorization mechanisms, and integration with third-party services.
 - **Frontend Engineering:** Skilled in building responsive Single Page Applications (SPAs), component-based architectures, and ensuring high-performance, user-centric interfaces.
 - **Ecommerce Solutions:** Implementation and customization of ERP, CRM, and inventory management systems. Knowledge of payment gateways (Stripe, PayPal, PagSeguro), order processing, and product catalog optimization.
 - **Digital Marketing Integration:** Expertise in managing paid traffic campaigns on Meta (Facebook/Instagram) and Google Ads. Creation of high-conversion landing pages and data-driven marketing strategies to boost sales and brand visibility.
 - **AI-Driven Enhancements:** Incorporation of RLHF, recommendation engines, and personalized user experiences. Familiarity with AI and ML frameworks to drive intelligent product suggestions and improve client satisfaction.
 - **Cloud and DevOps:** Deployment and scaling on AWS/GCP, containerization with Docker, orchestration with Kubernetes, and continuous integration/delivery pipelines.
 - **Agile Methodologies & Best Practices:** Adept at Scrum/Kanban workflows, code reviews, version control (Git), TDD/BDD, and maintaining coding standards and documentation.
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Education

Federal University of Campina Grande (UFCG) — Bachelor's in Computer Science
August 2019 - 2023

Teaching assistant for Data Structures and Algorithms, participated in programming contests using Python and Java, and developed projects focused on web development and software architecture.

Additional Information

- Highly passionate about continuous learning, staying updated with emerging web technologies, serverless computing, and AI-driven personalization.
- Strong communication and teamwork skills, experienced in collaborating with international and remote cross-functional teams.
- Eager to solve complex technical challenges, improve development workflows, and deliver exceptional user experiences.