Gelson Mariano Rodrigues

Senior Frontend Engineer | React | TypeScript | Next.js | React Native

linkedin.com/in/GelsonMR · github.com/GelsonMR · GelsonMarianoRodrigues@gmail.com · +55 16 99968-1697 · Brazil (UTC-3)

SUMMARY

Senior Frontend Engineer with 13+ years of experience architecting high-performance web and mobile applications across fintech, healthcare, and enterprise retail. Specialized in **React, TypeScript, Next.js, and React Native** ecosystems, with deep focus on design systems, micro-frontends, and AI-assisted development workflows. Proven track record of **driving measurable conversion impact**, unblocking deployment pipelines, and shipping accessible products end-to-end.

KEY ACHIEVEMENTS

Measurable Revenue & Growth · Gen Digital · Shipped performance-optimized UI variants that **boosted widget engagement by 105%** and drove a **$54k/week revenue** lift.

Zero-Wait Deployment Pipeline · MZ Group · Architected **micro-frontend** migration (Module Federation), slashing complex release approval cycles from 7+ days to **zero**.

Enterprise Scale Mobility · Luizalabs (Magalu) · Engineered 5+ React Native apps deployed across 1,000+ retail stores with offline-first synchronization.

EXPERIENCE

Gen Digital

NEW YORK, UNITED STATES (REMOTE)
AUG 2024 - JUN 2026

Senior Frontend Engineer

- Optimized the primary "instant-access loan" conversion funnel by engineering and testing multiple UI variants, resulting in a 105% increase in widget engagement and a 32% lift in lead generation, driving a $54k increase in weekly revenue.
- Engineered cross-platform mobile features in React Native for personal finance management, optimizing user navigation, state handling, and backend REST API integrations.
- Collaborated with the Consumer Marketing team to transition the core blog from WordPress to a modern Next.js architecture, improving Core Web Vitals and load times.
- Developed high-performance web pages for viral global marketing initiatives (including a campaign with creator MrBeast), optimizing assets to sustain high-concurrency traffic.

Afya

RIO DE JANEIRO, BRAZIL (REMOTE)
JUN 2023 - APR 2024

Senior Frontend Engineer

- Architected and launched WB Expert, a Progressive Web App (PWA) built with Next.js and TypeScript to distribute specialized medical guidelines and clinical directives.
- Implemented end-to-end user telemetry and event tracking pipelines using Snowplow and Braze, powering data-driven decision-making for medical educational content and courses.
- Engineered a high-performance content delivery architecture capable of indexing and serving 5,000+ medical articles with low latency and zero layout shift.

Lend

SÃO PAULO, BRAZIL (REMOTE)
JUL 2022 - FEB 2023

Senior Frontend Engineer

- Engineered the frontend interface for an automated loan approval web app using Next.js and TypeScript, streamlining credit application flows for business and retail users.
- Refactored the core frontend codebase to improve TypeScript type safety, eliminate duplicated logic, and standardize API data fetching patterns with React Query.
- Built and launched the company's marketing website from scratch in 48 hours using Next.js and TailwindCSS to support initial customer acquisition.

MZ Group

SÃO PAULO, BRAZIL (REMOTE)
OCT 2020 - JUN 2022

Senior Frontend Engineer

- Architected the migration from a monolithic platform to a micro-frontend architecture using Webpack Module Federation, structuring decoupled CI/CD pipelines that reduced release approval cycles from 7+ days to zero.
- Engineered an executive investor relations dashboard using React and Airbnb's visx, consolidating distributed financial metrics and stock market data into unified real-time visualizations.

Luizalabs (Magalu)

FRANCA, BRAZIL (ON-SITE)
AUG 2017 - AUG 2020

Frontend Engineer

- Engineered 5+ React Native mobile applications focused on store logistics, deployed via MDM across 1,000+ physical retail stores with offline-first local synchronization.
- Developed mobile inspection tools for Magalu's reverse logistics operations, enabling warehouse teams to classify product damage grades and streamline inventory intake.
- Collaborated with data engineering squads to write Python data extraction scripts, assisting in the migration of operational store metrics into the centralized data warehouse.

SMN TI

FRANCA, BRAZIL (ON-SITE)
AUG 2013 - AUG 2017

Frontend Engineer

- Architected the frontend for the company's flagship real estate ERP, building the original AngularJS UI component library, later ported to Angular 2+ and released as open source.
- Built an enterprise supply billing tracking web application for retail client Magalu using AngularJS, enforcing strict modular architectural patterns and code standards.
- Engineered the frontend for an internal workforce management web app to track developer hours, leave requests, and performance evaluations, leading a squad of 6.
- Served as the founding frontend engineer, establishing foundational development standards and modern build tooling while mentoring a team of 5 junior developers and interns.

SKILLS

Languages & Core: TypeScript · JavaScript · HTML5 · CSS3/SASS · Python (scripting)

Frontend & State: React.js · Next.js · React Native · React Query · Redux (Saga/Thunk) · Valtio · Recoil

UI, Styling & Design Systems: TailwindCSS · Styled Components · Storybook · Reshaped · Material UI · Airbnb visx

Testing, Tooling & AI: Jest · React Testing Library · Cypress · Webpack (Module Federation) · Chromatic · Cursor · Claude Code

Cloud, DevOps & Observability: AWS · Google Cloud Platform · Vercel · Cloudflare · Datadog · Sentry · Snowplow · Growthbook · Harness.io

EDUCATION

FIAP

SÃO PAULO, BRAZIL
JAN 2017 - DEC 2018

Associate Degree in Systems Analysis and Development

ETEC Dr. Júlio Cardoso

FRANCA, BRAZIL
JAN 2012 - JUL 2013

Technical Diploma in Information Technology

CERTIFICATIONS

Microsoft Certified Professional (MCP): Programming in HTML5 with JavaScript and CSS3 · Issued Feb 2015

LANGUAGES

English: Advanced / Full Professional Proficiency · **Portuguese:** Native