

FELIPE MEDINA COELHO

33 years old • Brazilian
São Paulo • Brazil

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GOAL:

To work as Front-End Developer/Web Engineer or Head of technology.

WORKING EXPERIENCE:

HUGE

Since Feb 2014

| Lead Web Engineer

I started working at Huger as the only developer and I was a key person of the team growth in the first year, when we increased to a number of 10 developers. Now I'm responsible for a new Huger office's (São Paulo - Brazil) development team. At the same time, I'm still coding projects in React, Vanilla JS and Node.

Main clients:

- Audi
- Bradesco Seguros
- Estadão
- GE (Current by GE)
- Pfizer
- RioGaleão
- Vale

Technologies used:

- HTML (+ Jade/Pug, EJS)
- CSS (+ Sass, Less, Stylus)
- Javascript + Frameworks (Vanilla, React, AngularJS, Node.js)

Responsibilities:

- Team development and growth
- Projects' structures and definitions
- Deliveries' quality
- Tech assessment of new projects
- Best practices evangelism

Elephant

Jul 2015 - Feb 2016

| Senior Web Engineer

In 2015 I was invited by Hugué to join its partner shop Elephant, in San Francisco, and work abroad for 6 months. There I worked inside one of the biggest companies in the world as a contractor developer and then I was assigned to an Elephant's NYC office project, which made me stay a little longer.

Main clients:

- Apple
- M2M.tv

Total On Demand

Nov 2012 - Feb 2014

| Project Manager

I was responsible for planning, creating, producing and managing digital projects for incentive campaigns and corporate events.

Main clients:

- Volkswagen
- Nestlé Vivo Sky

SWU

Jun 2010 - October 2012

| Tech Lead

I was responsible for the digital media team of one of the most important music festivals and sustainability movements in Brazil.

Peralta StrawberryFrog

Nov 2008 - May 2010

| Head of Technology

In 2008, StrawberryFrog in Brazil invited me to create its technology team, making me responsible for creating a team able to produce its digital campaigns, including websites, hotsites and ads.

Main clients:

- Pepsico
- Henkel
- Universidade Anhembi Morumbi

Total On Demand

Nov 2007 - Oct 2008

| Web Designer

After working in my own small studio for a while I decided to come back to formal market and was invited to join Total On Demand (former Alquimia) for the first time, where I worked designing and coding websites, video, small games and all sort of digital products for live marketing projects.

Main Clients:

- Sadia
- Essilor Volkswagen Telefônica
- Abril Cyrela Sky

Swamp Studios

Jan 2003 - Nov 2007

| Owner

Founded with college fellows, this small studio was a very important experience, since I was responsible for doing all kind of inside jobs, from coding to meetings with clients, managing teams to 3D production, I did everything.

Main clients:

McDonald's
Mercedes Benz
Johnson & Johnson
Visa
Whirlpool
Bradesco
Unisys
Discovery Channel
Kaiser
Saraiva
NBC Pesquisa de Mercado
Santos e Região Convention & Visitors Bureau
Impacto Quadrinhos
Fotoptica

Dixit Design

Jun 2003 - Jan 2007

| Webdesign Intern

On my first formal job, I was an intern doing what interns do, a little of everything

Main clients:

Umbro
Friday's
Denver Global
Companhia de Cinema
Unilever

ADVANCED SKILLS:

CODING:

- HTML 5
- CSS 3
- Javascript + Frameworks (Vanilla, NodeJS, Backbone, AngularJS, React, Flux/Redux, jQuery)
- React Native
- Adobe AIR (ActionScript)
- Phonegap
- Ionic
- PHP
- MySQL
- Arduino

TOOLS:

- Adobe Photoshop
- Adobe Illustrator
- Adobe Flash
- Adobe After Effects
- Adobe Premiere
- Resolume Arena (mapping)

PROJECT MANAGEMENT:

- PMI Standards
- Scrum

EDUCATION:

Digital Design (B. Tech)

SENAC São Paulo
Graduated in 2003

Abroad english course

EF Dublin
C1 Cambridge English certification

LANGUAGES:

Portuguese

Native

English

Fluent

Spanish

Intermediate