

IURI DE PAULA

```
: {  
  Creative[],  
  Frontend Engineer,  
  Architect  
}
```

iuri.is: portfolio

[linkedin.com/in/iuridepaula](https://www.linkedin.com/in/iuridepaula): linkedIn

depaula.iuri@gmail.com: email

I'm a passionate engineer heavily influenced by **storytelling, fine arts** and **UX**, addicted to **music, animation** and **games**.

I've been working with web development since 2006, and I've played as **designer, illustrator, developer, architect, manager** and **entrepreneur**.

Portuguese, born in Brazil.

Currently Based in Barcelona, Spain.

Skills

Hard/Code

[HTML, CSS, SVG, Canvas, JavaScript, TypeScript, React, Vue.js, Node.js, Jest, Puppeteer, Webpack, Astro, Next.js, Nuxt, Three.js, GSAP, WebGL, Shaders, GraphQL, REST, RPC, Git, Jenkins, AWS, Google-Cloud]

Design/Art

[Figma, PhotoShop, Illustrator, Blender]

Soft

[Leading, Mentoring, Software Architecture, Storytelling]

Awards

[
Awwwards: Nominee for iuri.is,
Awwwards: Honorable Mention,
Google & Awwwards: Mobile Excellence,
Red-dot Winner 2020: fromAtoB,
Indigo Awards 2020: fromAtoB
]

Languages

[English, Português, Español, Català, Deutsch]

Interests

[AI, Rust, C++, WebGL, WebAssembly]

Activision Blizzard King

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: {  
  Senior Frontend Engineer,  
  [2022],  
  Barcelona  
}
```

ABK (Microsoft) is one of the world's biggest players in the gaming industry, been responsible for many great titles since the 1980s.

I'm working on the **Shared Tech Team** at King, where we build our in-house operation tools used by our game studios, marketing and content teams.

Main projects

- Mentoring best practices and FE architecture concepts
- Refactoring legacy apps to adapt new technologies
- "Complex operational experiences": An intuitive UI for operating player segmentation, game levels, and event scheduling
- Unified operations for promotions, events and tournaments for **Candy Crush Soda** and **Jelly, Blossom Blast, Bubble Witch, Farm Heroes** and other games.

On AG.

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: {  
  [Senior Frontend Engineer, Architect],  
  [2020, 2022],  
  [Berlin, Zürich]  
}
```

On is an innovative sportswear company from Zurich, currently present in over 50 countries.

At On, I helped drive the implementation of a new **FE architecture** and a **new checkout experience**, along with a complete redesign of our frontend architecture and UI.

The entire process required coordination between our development, finance, and logistics teams to discuss and plan a new user journey, enabling new capabilities, growth, and new business goals.

Main projects

- New checkout experience for regular orders and subscriptions (US, Europe and South America)
- New Design System and custom components library
- Segmentation, A/B testing and localization features to filter and compose UIs for each market
- A single GraphQL (+Mesh) API gateway for all data and state management across all frontend applications
- Shared packages for state management, user session and UI components

fromAtoB

```
: {  
  Senior Frontend Engineer,  
  [2019, 2020],  
  Berlin  
}
```

FromAtoB was a European intermodal travel and online booking planner that operated in Berlin from 2008 to 2020.

I worked directly on a new **set of features for our "search to book" journey**, including a smart date/location picker for composing trips.

We also implemented a new design system with a library of custom components, micro animations and visual interactions feedback for the user journey.

Main projects

- Smart date and location picker
- Design system and component library
- Micro animations
- Website redesign
(awarded by Red-dot, Indigo Awards and others)

biz

```
: {  
  [Founder, Head of Frontend],  
  [2011, 2019],  
  Brazil  
}
```

Biz is a B2B SaaS e-commerce platform, focused on the challenges of the Brazilian market for small and medium-sized stores. With a team of around 40 people and more than 2,000 clients.

I was leading a team of around 10-20 frontend developers and designers on hundreds of projects. Using Agile + Scrum, focused on the ease of maintenance, performance and flexibility of our custom UIs to meet the needs of each client.

We also developed a custom theme builder, design system, component library and CSS framework with solid accessibility, performance and SEO focus.

Main projects

- Custom theme builder via a simple drag-and-drop interface, fully replacing Magento's layout system
- Custom CSS framework
- Custom admin panel for Magento
- HTML Banner builder
- Product customiser
- 3D product preview
- POC integration
- Main clients:
P&G, Wacom, Thule, Connect Parts and others

JOE

```
: {  
  [ Founder, Head of Frontend ],  
  [ 2010, 2014 ],  
  Brazil  
}
```

Founded in 2010, JOE was a web studio/software house, creating custom apps and websites.

Some of our most common projects were: online magazines, content hubs, professional blogs, branding, design and custom CMS implementations.

We worked with some great partners like *Porta dos Fundos* (first Brazilian YouTube channel to reach 10 million subscribers), *Hermes & Renato* (famous comedy group from MTV *Brasil*), among others.

Main projects

- Wordpress Plugins and Theme builder
- Wordpress Integration and automation for YouTube and Vimeo publishing
- *Porta dos Fundos* video portal
- *Hermes & Renato* video portal
- *Entre Abelhas* (A man amidst bees) national movie release online campaign
- SweetLicious: adult website portal with movies, articles, reviews, forum and live user content rating

REFERENCES

Vivek Juneja

Engineering Leader @ On AG.

[linkedin.com/in/geekcloud](https://www.linkedin.com/in/geekcloud)

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