

# Adriana Paiva

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Portfolio: <https://itsadrianapaiva.com>

## Summary

**Full-stack** software developer with expertise in **TypeScript**, **React**, and **Node.js**, leveraging 8 years of experience in **project management** and digital strategy to build scalable web applications and user-focused solutions.

## Technical Skills

**Languages:** TypeScript, JavaScript, Python, Bash, SQL(Postgres), HTML/CSS3

**Frameworks & Libraries:** React.js, Next.js, Express.js, Node.js, Tailwind CSS, Redux

**Developer Tools:** Git, CI/CD Pipelines, CLI, RESTful APIs, MongoDB, Cypress, Docker

**Speaking Languages:** English(C2), Portuguese(Native), Spanish(B1)

## Projects

### Construction Business Web Application

**Technologies:** TypeScript, React.js, Tailwind CSS, Cloudinary

- Developed a **responsive** web app with dynamic forms and automated client communication workflows, reducing manual administrative tasks by **30%**.
- Integrated **EmailJS** service for **automated** client communications and quote requests.
- Enhanced **user experience** through robust form validation, boosting stakeholder productivity by **80%**.

### E-Commerce Platform with Admin Panel

**Technologies:** MERN Stack (MongoDB, Express.js, React.js, Node.js), Cloudinary

- Designed and implemented **JWT authentication** and a role-based admin panel, ensuring secure user access and data handling.
- Improved operational efficiency by **60%** through optimized middleware and lazy-loading techniques, cutting API response times by **40%**.

## Work Experience

### Software Developer, Bravera Creative

Toronto, Canada | May 2024 – Present

- Delivered **30+** web applications integrating responsive **front-end** and **back-end** systems, reducing client deployment times by **50%**.
- Enhanced user interfaces, achieving a **40%** improvement in user satisfaction scores through rigorous **debugging** and **testing**.
- Improved codebase quality by implementing **TypeScript**, increasing code **maintainability** and reducing bugs by **35%**.

### Creative Director and Digital Strategist, Independent Consultant

Texas, USA | Apr 2016 – Jan 2024

- Increased organic web traffic by **25%** through optimized digital campaigns, leveraging data-driven strategies and analytics tools.
- Designed and managed marketing **automation workflows**, streamlining operations and saving clients **15+** hours weekly.
- Integrated **UX/UI** design principles to create user-friendly assets, bridging creative and technical solutions, leading to **15%** faster page load speeds and higher engagement rates.
- Coordinated **cross-functional teams** across **10+** time zones, demonstrating strong remote collaboration and technical **communication** skills.

## Education

Certification in Full-Stack Development | FreeCodeCamp | May 2024

Bachelor of Science in Mechanical Engineering | Pontifícia Universidade Católica (Brazil) | Jan 2012 – Dec 2014 (Incomplete)