

DANIELE PISHININ MOREIRA

Frontend Software Engineer

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EDUCATION

MBA, Software Engineer

Universidade de São Paulo

April - 2024 - Current

BTech, System Analysis and Development

Faculdade de Tecnologia de Ribeirão Preto

August 2018 - June 2021

EXPERIENCE

Mobile Frontend Software Engineer

Wellhub

March 2025 - Current

Tools: React Native • Jest • Testing Library • Sentry • Datadog • Grafana • Apollo GraphQL • Argo CD

- Led initiatives within Explore experience to drive user engagement and discovery of new partner gyms and studios.

Frontend Software Engineer

Conta Simples

August 2021 - March 2025

Tools: AWS • NodeJS • React Hooks • GraphQL • React.js • React Native • Jest • Typescript • Storybook • Redux • Sentry • Amplitude

- Spearheaded initiatives within the Expense Management Tribe focused on optimizing user workflows related to compliance tasks, resulting in an estimated savings of 150 hours per month across client accounts due to automation efforts, which directly contributed to closing contracts with five big new clients.
- Worked alongside Product and Design teams to develop strategies using A/B testing that increased new customer cash-outs on credit cards, contributed to initiatives like the Subscription Service (10% of revenue), and created personalized onboarding journeys, boosting new customer retention by 20%.
- Additionally, I worked in the Banking Tribe, where I focused on reducing payment failures. Through my efforts, the success rate of slip payments improved from 89% to 98% within a single quarter.
- Part of an independent team responsible for rebuilding our internet banking platform from the ground up.

Software Developer FullStack

MAGIT IT PARTNER

May 2020 - August 2021

Tools: Dart • Flutter • Android • Java • SQL Server • C# • ASP.NET

Responsible for building and maintaining a legacy system related to financial investments, as well as publishing applications on the Play Store and Apple Store.

VOLUNTEER/COMMUNITY INVOLVEMENT

Google Women Techmakers Ambassadors

2023 - Current

In 2023, I applied for the Global Google Women Techmakers program and was honored to be selected as one of its ambassadors. This program connects women worldwide who are making an impact in the tech community, offering access to exclusive networks, resources, and financial support for organizing events. Additionally, I was chosen to participate in the leadership internship program

CERTIFICATES

React Advanced – *Origamid*; Google UX Design - *Google*; Cybersecurity - *CISCO*;