

Contact

hischenkel@gmail.com

www.linkedin.com/in/willian-schenkel (LinkedIn)
wschenkel.com (Personal)

Top Skills

Amazon Relational Database Service (RDS)

Backbone.js

Stylus

Languages

Inglês (Full Professional)

Espanhol (Elementary)

Português (Native or Bilingual)

Certifications

Banco de Dados na AWS: Gerencie RDS e DynamoDB

Swift: Entendendo a linguagem

NLW Pocket: Mobile - Swift

Willian Schenkel

Senior Software Engineer | React, React Native, GraphQL
Estância Velha, Rio Grande do Sul, Brazil

Summary

Senior Software Engineer with over eight years of experience building scalable front-end solutions for e-commerce platforms and mobile applications. Contributed to the successful implementation of a loyalty program serving over 10 million users, leveraging technologies like React, React Native, TypeScript, Apollo GraphQL, and Node.js. Collaborated with cross-functional teams to drive data-informed improvements through A/B testing and analytics tools like ConfigCat and Google Analytics.

Focused on fostering team growth by mentoring junior developers and maintaining high code quality standards. Passionate about creating seamless user experiences and optimising customer journeys. Dedicated to leveraging cutting-edge technologies and collaborative environments to deliver impactful solutions for users and businesses alike.

Experience

Grupo Boticário

4 years 9 months

Senior Software Engineer

June 2023 - Present (2 years 11 months)

Curitiba, Paraná, Brazil

- Led the front-end development for the Loyalty Squad, overseeing the implementation of the new Loyalty Program across e-commerce platforms and mobile apps.

- Developed and deployed a loyalty solution serving over 2 million users, leveraging React, React Native, Typescript, Apollo GraphQL, and Node.js to deliver a seamless user experience.

- Provided mentorship to junior and mid-level developers, fostering skill growth and ensuring code quality across the team.

- Conducted A/B testing to optimize user journeys, leveraging ConfigCat and Google Analytics to drive data-informed improvements.

Software Engineer

August 2021 - June 2023 (1 year 11 months)

Curitiba, Paraná, Brazil

- Front-end development of the "Ação de Fluxo" application, driving customer engagement to physical stores of O Boticário and Quem Disse, Berenice through personalized campaigns that allowed users to redeem product samples. Technologies used: React, Material-UI, JavaScript, and Node.js.

- Conducted A/B and Fakedoor testing to identify enhancements in the customer journey, utilizing Google Optimize, ConfigCat, and Google Analytics to drive data-driven improvements.

- Rebuilt the application frontend with React 18 and the Grupo Boticário's design system, Flora DS, ensuring a modern and cohesive user experience.

CWI Software

Software Developer

July 2020 - August 2021 (1 year 2 months)

São Leopoldo, Rio Grande do Sul, Brazil

Working at Arezzo&Co as a Frontend developer.

Arezzo&Co

Frontend Developer | Outsourcing by CWI Software

July 2020 - August 2021 (1 year 2 months)

Campo Bom, Rio Grande do Sul, Brazil

- Development of the front-end for the e-commerce platforms of Grupo Arezzo brands, including Arezzo, Anacapri, Alme, Vans Brasil, Alexandre Birman, and Schutz. Technologies used: JavaScript, BackboneJS, jQuery, Tyler (Design System), React, Google Analytics, Google Tag Manager, and SAP Hybris.

- Developed and optimized key frontend pages, including Home, Category, Product, and core components such as product recommendations and search functionalities.

- Actively contributed to the frontend chapter by building React components to replace legacy Java Server Pages (JSP) templates, enhancing performance and maintainability.

RCA Digital

Frontend Developer

September 2018 - July 2020 (1 year 11 months)

Estância Velha, Rio Grande do Sul, Brazil

Development and maintenance of systems and landing pages.

OSF Global Services

Frontend Software Engineer | Outsourcing by RCA

March 2019 - September 2019 (7 months)

Ottawa, Canada Area

Hub Fintech

Full-stack Developer | Outsourcing by RCA

September 2018 - March 2019 (7 months)

São Paulo Area, Brazil

Maintenance and new features development for Hubfintech platform.

Universidade Feevale

Digital Marketing Specialist

December 2015 - September 2018 (2 years 10 months)

Novo Hamburgo e Região, Brasil

Development of new functionalities and maintenance of the portal and intranet of the institution used by employees. Working in conjunction with the digital marketing department for new lead generation capabilities using Google Analytics and RD Station's Outsourced Platform.

LOFT Agência Digital

Frontend Developer

June 2015 - November 2015 (6 months)

Novo Hamburgo e Região, Brasil

Development and redesign of websites, applications for Facebook and B2B systems.

Máquina Internet

3 years 2 months

Tech lead and Frontend Engineer

June 2014 - May 2015 (1 year)

Estância Velha, Brasil

Development of websites, hotspots and facebook app. Responsible for team management and removal of impediments. Weekly meetings on opportunities to adopt new technologies and improvements in development processes.

Frontend Developer

January 2013 - May 2014 (1 year 5 months)

Estância Velha, Brazil

Development of marketing emails, landing pages and institutional websites.

Intern

April 2012 - December 2012 (9 months)

Estância Velha, Brazil

Development of marketing emails, landing pages and institutional websites.

Education

CWI Software

iOS Development Bootcamp, Mobile development · (October 2020 - October 2020)

Universidade Feevale

Systems for Internet, Information Technology · (2015 - 2018)

Colégio Luterano Arthur Konrad

IT Technician, Information Technology · (2010 - 2012)