

Paloma Macedo

Senior Frontend Engineer | React • TypeScript • Next.js

Rio de Janeiro, Brazil | Remote

macedo.paloma@gmail.com | +55 (21) 97384-5995

linkedin.com/in/palomamacedofrontend | github.com/palomaMacedo

Professional Summary

Senior Frontend Engineer with over 15 years of experience across web development, design, and UX. Experience at Oi and V.tal in React development, frontend architecture, platform migration, and technical SEO. Focus on TypeScript, Next.js, reusable components, accessibility, and web performance. Experienced in remote work and collaboration with product, design, backend, and security teams.

Professional Experience

Senior Frontend Engineer

Self-employed and personal projects | Remote | 2024 - present

- Developing WX+, a personal finance SaaS platform with a public website, authentication, and a dashboard with charts, tables, and profile management, using React, Next.js, and TypeScript.
- Defined the frontend architecture, coding standards, and documentation; built a design system with SASS and Figma, including tokens and components.
- Managed development from requirements to deployment, including technical SEO and performance improvements guided by Core Web Vitals.
- Currently developing AKTIV, a personal full-stack project to support people with Parkinson's, working on UX, frontend architecture, and backend development.

Career break for family care | Feb 2023 - Feb 2024

Frontend Developer and Solutions Architect

V.tal | Remote | Oct 2021 - Feb 2023

- Helped define the frontend architecture for legacy system modernization, including component structure, coding standards, and technology selection.
- Created reusable React component patterns used as a reference by e-commerce teams.
- Worked with e-commerce and security teams to review frontend vulnerabilities and implement fixes based on OWASP practices.
- Coordinated Scrum meetings and Kanban workflows to organize deliveries and share progress with teams.

Frontend Developer

Oi S.A. | Remote | Sep 2020 - Oct 2021

- Contributed to the migration of the Oi Soluções platform and developed React applications for sales and self-service flows.
- Implemented technical SEO on a platform with no previous SEO structure, including metadata, sitemaps, and redirects.
- Developed and optimized React applications with integration into continuous delivery pipelines using Jenkins.

Professional Experience

Frontend Developer

Elumini | Assigned to Oi S.A. | Sep 2019 - Sep 2020

- Built e-commerce interfaces and integrated REST APIs, working with design and backend teams.
- Refactored legacy components using Atomic Design, BEM, and ITCSS and built responsive pages.

Frontend Developer

Earlier experience | 2010 - 2019

- Mídia 3: Dec 2010 - Dec 2016; Wooza Ventures: Mar - Aug 2017; GRITO.cc: Mar - Oct 2018; Quality Software: Oct - Dec 2018; self-employed: Feb - Sep 2019.
- Built interfaces with HTML, CSS, JavaScript, Vue.js, and Bootstrap. At Mídia 3, contributed to Classificados do Globo, Educação 360, Acervo do Globo, and Portal Abramus.

Technical Skills

Frontend: React, TypeScript, JavaScript, Next.js, HTML, CSS, Tailwind CSS, CSS Modules, SASS.

Interface / Quality: Figma, Design Systems, WCAG, Core Web Vitals, SEO, Atomic Design.

Backend / DevOps: Prisma, PostgreSQL, Docker, Git, Jenkins, CI/CD, REST APIs.

Education

PUCRS | Postgraduate studies in Neuroscience and Behavior | 2020 - 2021

Instituto Infnet | Degree in Digital Design | 2007 - 2011

Languages

Portuguese: native | Spanish: C1 | English: B2