RUAN VIEIRA

Full Stack Developer · React, Next.js, React Native and Node.js

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SUMMARY

Full stack developer, coding since 2019 and founder of Simplify Code (2021). I build web, mobile and desktop products end to end with TypeScript, React, Next.js, React Native and Node.js, from client discovery to deployment. Results measured in production: e-commerce conversion from 0.1% to 0.38%, refunds from about 4 in 10 purchases down to 6.8%, and more than 14,800 service calls handled in restaurants.

TECHNICAL SKILLS

Languages: TypeScript, JavaScript, Python

Front end: React, Next.js, Tailwind CSS, Framer Motion, HTML5, CSS3

Back end and data: Node.js, Express, REST APIs, Prisma, PostgreSQL, MongoDB, Zod, Socket.io

Mobile and desktop: React Native, Electron

Payments and integrations: Mercado Pago (Pix and cards), Stripe, Stone POS, WhatsApp, AWS S3, discord.js

Infrastructure and quality: Docker, Nginx, Git, Jest, Vitest, Playwright

Practices: Scrum, Kanban, technical SEO, conversion rate optimization (CRO)

PROFESSIONAL EXPERIENCE

Founder and Full Stack Developer

09/2021 – Present

Simplify Code · São Paulo, Brazil

- Founded the company and run projects end to end: client discovery, architecture, development, deployment and maintenance of web, mobile, desktop and automation systems.
- Automated sales and support for 29 Discord communities (about 6,400 members and 2,100 sales and support tickets) with automatic Pix payments, tickets and a web dashboard, using Node.js, discord.js and MongoDB.
- Scaled the bot operation into a SaaS model with up to 100 active bots per month.

Selected clients and projects

- **CrieClub** *(Digital products marketplace, 2026)*: Moved sales from a third-party platform to an in-house marketplace (Next.js, MongoDB, Prisma, Mercado Pago, Stripe, AWS S3 and CloudFront, OAuth). Refunds dropped from about 4 in 10 purchases to 6.8%, with 1,133 users, 1,262 sales and 1 chargeback in 443 sales.
- **Chama Garçom** *(Restaurant service, 04/2025 – 02/2026)*: Built the QR code call platform across three fronts: web in Next.js, the waiter app in React Native and a desktop POS in Electron, integrated with Stone card terminals and WhatsApp. More than 14,800 calls handled, a median of about 2 minutes to resolve, a 4.6 out of 5 rating, and 47 registered restaurants, 19 on the paid plan.
- **MalhaCÃO** *(E-commerce, 01/2026 – 04/2026)*: Raised the store's conversion rate from 0.1% to 0.38% (3.8 times) by rebuilding the product page for mobile, simplifying navigation and search, and applying technical SEO and CRO (Shopify, Liquid).
- **Grupos Promoções** *(Deal automation, 2026)*: Platform that monitors 17 sources and has analyzed about 589,000 products, with a history of 141,000 prices to detect fake discounts; 4,657 deals published on Telegram, Discord, WhatsApp and X (Python, FastAPI, PostgreSQL, Next.js, Docker).
- **Quadraz** *(Front end and UI/UX, 06/2025 – 03/2026)*: Turned technical requirements into clear user flows and delivered the public site and the admin panel with a consistent design system (Next.js).
- **ScienceVet** *(Veterinary research, 2025)*: System that replaced spreadsheets for tracking scientific studies, with an audit trail for every step and PDF reports compliant with the requirements of Brazil's Ministry of Agriculture (Next.js, Prisma, PostgreSQL).
- **PlayHard** *(Gaming events in Rondônia, Brazil)*: Tournament registration and bar tab systems: 686 players, 21 events and 448 tabs (Next.js, Prisma, MongoDB).
- **Landing pages** *(Doctors, production companies and professionals)*: Pages with their own lead dashboard, analytics and audit trail (Next.js, Prisma, Zod).

OWN PRODUCTS

- **BoEstudar:** Study platform with AI-generated flashcards, quizzes and mind maps, plus schedules and gamification (Next.js, MongoDB, AI).
- **TechMoney:** Personal finance manager with a dashboard for income, expenses and investments, goals and reports (Next.js, MongoDB, OAuth).

EDUCATION

Associate degree in Systems Analysis and Development 02/2020 – 12/2021
FIAP · São Paulo, Brazil

CERTIFICATIONS

Data Visualization, Django Web Framework, and Business Strategies and Models (FIAP)

LANGUAGES

Portuguese: native · English: basic