



FELIPE MIRANDA DE LIMA

SOFTWARE ENGINEER

PERSONAL PROFILE

I'm a technology and innovation enthusiast with over 7 years of experience in software development and technical leadership. Throughout my career, I've participated in strategic projects at companies such as Natura, Linx, and My Smart Clinic, directly contributing to the digital transformation of products and services.

I'm passionate about building scalable solutions with a focus on quality and clean architecture. I'm proficient in technologies such as Node.js, React, AWS, and relational databases. I'm also involved in agile practices, team mentoring, and disseminating best engineering practices.

🚀 I strive to continually learn and contribute to ensuring that technology serves as a bridge between good ideas and great results.

CONTACT

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PROFESSIONAL EXPERIENCE

Tech Lead

Sysmap (nov 2022 - present)

Stack Node.js, React, Typescript, AWS (Lambda, SQS+SNS, DynamoDB, S3), PostgreSQL, Microservices, Clean Architecture, Serverless, Docker, GitHub.

I work as Tech Lead on one of Natura's most strategic projects: the unification of the registration platforms between the Natura and Avon brands. This process has a direct impact on thousands of consultants in Latin America and involves distributed architecture, microservices, and cloud scalability.

My leadership was divided into three projects/squads with distinct objectives and challenges:

1. Implementation Squad

Responsible for expanding the new unified consultant registration platform to Peru, Colombia, Brazil, and Chile. Coordinated the adaptation of business rules for multiple countries, respecting different legislation and commercial structures. Worked with the architecture and business teams to ensure a safe and frictionless transition for existing consultants. Ensured the integration of legacy and new microservices, managing data orchestration and consistency.

2. Product Squad

Focused on continuous platform evolution, developing new features and enhancing the consultant experience. I implemented features such as product suggestions, registration flow optimization, and sales history visualization. I established technical standards, automated testing, and review rituals among developers. I served as a technical mentor and focal point for the squad, working with the design and product departments.

3. Support Squad

Responsible for stability and error correction in production, ensuring availability and support for critical issues. Leads the analysis of production incidents, proposing structural and preventive fixes. Monitors logs and metrics with a focus on performance and error reduction. Manages technical debt and takes actions to ensure long-term system health.

Backend developer

Sysmap (jul 2022 - nov 2022)

Stack Node.js, React, Typescript, AWS (Lambda, SQS+SNS, DynamoDB, S3), PostgreSQL, Microservices, Clean Architecture, Serverless, Docker, GitHub.

I worked on the implementation squad responsible for expanding the Natura platform to include the Avon brand operations in Brazil. The main challenge was adapting critical features such as consultant registration, sales structuring, and management reports to support the new brand, while maintaining data integrity and a unified experience.

Main Contributions: I adapted and integrated Avon's registration flows into Natura's existing architecture, promoting component and API reuse. Corrected and optimized business rules related to consultant allocation and reporting for team leaders. Worked closely with business analysts to validate expected behaviors for the Brazilian operation

Backend developer

Impulso (dec 2021 - jul 2022)

Stack: PHP - Lumem - PHPUnit - AWS services - TDD - solid - docker

I was responsible for maintaining and evolving Linx's freight quote service, which serves all e-commerce sites integrated with the company's platform. This feature is critical for sales conversion, as it delivers real-time shipping rates and deadlines to end consumers.

Main Contributions: I refactored legacy code to ensure greater service stability during peak times. I implemented unit tests and integration with TDD, increasing the reliability of continuous deployment. I optimized queries and endpoints that directly impacted quote response times.

Tech Lead

My Smart Clinic (mar 2020 - dec 2021)

Stack: Node.js, Typescript, React/React Native, GraphQL, Sequelize, AWS, Azure DevOps, Clean Code, Scrum, Git, MySQL.

I led the development team in creating a new telemedicine product: the OlaDoutor app, launched during the pandemic to offer asynchronous medical consultations. The product was conceptualized, architected, and launched from scratch under my supervision.

Main Contributions: I defined the solution architecture and coordinated development across frontend, backend, and infrastructure. I structured the development team (8 to 10 developers), organizing the backlog, agile ceremonies, and technical KPIs. I worked directly on critical features, such as medical care flow, exam submission, history, and notifications.

SOFT SKILLS

- Clear and assertive communication
- Empathy and respect for the team
- Emotional resilience under pressure
- Proactive problem identification and resolution
- Ease in multicultural and collaborative environments
- Ability to promote psychological safety within the team

WORK STYLE

- Focus on results and consistent deliveries
- Practical and objective approach to complex problems
- High discipline and self-management
- Management of multiple simultaneous projects
- Use of proven methods with openness to innovation
- Strategic vision with hands-on execution

LEADERSHIP SKILLS

- Goal setting and strategic direction
- Organization and efficient process management
- Team motivation and engagement
- Mentoring and technical development of the team
- Balance between performance and well-being
- Support for collaboration and idea sharing

PROFESSIONAL EXPERIENCE

Fullstack Developer

My Smart Clinic (fev 2019 - mar 2020)

Stack: PHP, Javascript, HTML/CSS, Git, Azure DevOps, AWS, REST APIs.

I worked on the development of the medical ERP system for My Smart Clinic, a system specialized in plastic surgery, dermatology, and other specialties. I worked on all product modules, including electronic medical records, scheduling, financials, reports, and a course platform.

Main deliverables: Creation of a module for personalized records by medical specialty, facilitating the system's adaptation to each client. Development of a photo gallery with area markings, used by surgeons for visual monitoring. Integrations with payment partners, digital signatures, and electronic medical prescriptions.

Systems Analyst

Virvi Ramos Cultural and Scientific Association Group (Hospital Fatima) (2017 - 2019)

I worked as a system analyst, ensuring that it worked properly. This included bug maintenance and configurations, as well as periodic updates. The system used was the Totvs RM line. I worked on all modules, from PEP (electronic medical records) to transactions, HR, Education, and Inventory. I also worked as user support, answering questions and assisting with daily use, as well as providing training for them.

EDUCATION

- Bachelor's in Information Systems:
 - Universidade de Caxias do sul, completed 2020
- Information Systems Projects:
 - Postgraduate - completed 2021
- Business Applied Technologies:
 - Postgraduate - completed 2022
- MBA in Software Engineering:
 - FIAP - completed 2025
- English Language Course:
 - Delfin English school – Dublin, Ireland (8 months)

LANGUAGES, TOOLS, PLATFORMS

- JavaScript - 6 years
- Node - 3 years
- PHP | laravel - 3 years
- React - 3 years
- GIT e github - 6 years
- Typescript - 3 years
- Cloud computing (AWS, DigitalOcean) - 5 years
- Scrum | ITIL | XP - 5 years
- Databases (Postgress | ORACLE | MySQL | Mongo) - 8 years
- Docker - 4 years
- TDD e DDD - 3 years
- Clean Architecture - 2 years
- Solid - 4 years
- Design patterns - 2 years
- Rest e restfull - 5 years
- Microservices - 4 years
- Event driven Architecture - 3 years
- Serverless - 3 years