IURI DE PAULA

: {
  Frontend Engineer,
  System design,
  UX/UI
}

iuridepaula.com: portfolio

linkedin.com/in/iuridepaula: linkedIn

I'm a frontend engineer with a strong focus on **storytelling** and **UX**, and a love for music, animation, and games and fine arts.

I've been working in web development since 2006, taking on roles as a **designer**, **illustrator**, **developer**, **architect**, **manager**, and **entrepreneur**.

Portuguese, born in Brazil,
currently living in Berlin, Germany.

Skills

Hard/Code

[Frontend **Engineering**, **System Design**, API Integration, **Testing** & Automation, Performance, Version Control, CI/CD, TypeScript, JavaScript, React, Node.js, Jest, HTML, CSS, SVG, Canvas, Next.js, API (GraphQL, REST, RPC), Vue.js, Astro, Nuxt, Playwright, Webpack, Git, Three.js, GSAP, WebGL, Shaders]

Design/Art

[UX, Figma, PhotoShop, Illustrator, Blender]

Soft

[Leadership, Mentoring, Communication+Storytelling, Critical Thinking, Cross-functional Collaboration]

Awards

[

Awwwards: Nominee for iuri.is,

Awwwards: Honorable Mention,

Google & Awwwards: Mobile Excellence,

Red-dot Winner 2020: fromAtoB,

Indigo Awards 2020: fromAtoB

]

Languages

[English, Português, Español, Català, Deutsch]

Interests

[AI, Python, C/C++, WebGL, WebAssembly]

Miro

: {
 miro.com
 [**Software Engineer**],
 [2023, **current**],
 Berlin
}

Miro is a real-time collaboration canvas with widgets, templates, video calls, talk-tracks, AI tools, project management capabilities, and more.

At Miro, I'm working on shaping the new "Innovation Workspace" vision, launched in 2024. I was responsible for the frontend implementation of the new dashboard, introducing advanced content management, improved search capabilities, and AI features set to be released on 2025.

Main contributions

- Led the design and implementation of the "Innovation Workspace" content management system (dashboard and sidebar)

- Contributed to new features such as **folders**, **spaces**, new board **formats**, **templates**, and third-party **integrations**

- Designed a new state management solution used across the Miro client app

- Drove the adoption and developed a new mock testing library for the client, enabling "high-level" tests without depending on a full E2E environment. Similar to Mirage.js and MSW.js

Activision Blizzard King

ABK (Microsoft) is one of the largest players in the gaming industry, known for iconic titles since the 1980s.

I worked on the **Shared Tech Team** at **King**, building in-house operational tools for game studios, marketing, and content teams.

Main contributions

- Designing intuitive UIs for player segmentation, game level management, and event scheduling.

- Creating unified tools for managing promotions, events, and tournaments across games like **Candy Crush Soda**, Jelly, Blossom Blast, Bubble Witch, and Farm Heroes.

- Mentoring on best practices and front-end architecture

- Refactoring legacy applications to adopt modern technologies

On

: {
  on.com
  [**Senior Frontend Engineer**, Architect],
  [2020, 2022],
  [Berlin, Zürich]
}

On is an innovative sportswear company based in Zurich, operating in over 50 countries.

At On, I contributed to implementing a new front-end **architecture** and a redesigned **checkout experience**. This required close collaboration with development, finance, and logistics teams to plan a new user journey, enabling growth and aligning with new business goals.

The entire process required coordination between our development, finance, and logistics teams to discuss and plan a new user journey, enabling new capabilities, growth, and new business goals.

Main contributions

• Developed a new checkout experience for regular orders and subscriptions across the US, Europe, and South America

• Built a new design system and a custom component library

• Introduced segmentation, A/B testing, and localization to tailor UIs for different markets

• Contributed to the creation of GraphQL (+Mesh) "API gateway" for data and state management across all frontend apps

• Built shared packages for state management, user sessions, and UI components

fromAtoB

FromAtoB was a European intermodal travel and online booking platform based in Berlin, operating from 2008 until its closure during the pandemic in 2020.

I worked on enhancing the "search to book" journey, including developing a smart date and location picker for our trip planning and a new design system component library.

Main contributions

- Developed a smart date and location picker for trip composition component, integrated with our search SDK.

- Built a new design system and custom component library

- Created micro animations and interactive feedback for user journeys

- Contributed to our website redesign (awarded by Red-dot and Indigo Awards)

biz

: {
  [**Founder**, Head of Frontend],
  [2011, 2019],
  Brazil
}

Biz was a B2B SaaS e-commerce platform addressing the challenges faced by small and medium-sized Brazilian companies looking to sell online in the early 2010s.

At Biz, I led the frontend chapter across hundreds of projects, using Agile methodologies to deliver custom UIs for e-commerce clients. These UIs focused on maintainability, performance, and flexibility to cater to a diverse client base. We developed one of the first custom theme builders for Magento, along with a design system, component library, and CSS framework. These tools emphasized accessibility, performance, SEO, and easy customization for clients and their marketing agencies.

Main contributions

- Custom theme builder via a simple drag-and-drop interface, fully replacing Magento's layout system

- Custom component library and CSS framework

- Custom admin panel for Magento

- HTML Banner builder

- Product customiser and 3D product preview

- POC integration

- Worth mentioning clients and partners: P&G, Wacom, Thule, Paypal, Adobe-Magento, and Mercado Livre.

JOE

: {
  [**Founder**, Head of Frontend],
  [2010, 2014],
  Brazil
}

Founded in 2010, JOE was a web studio and software house specializing in creating custom web apps and sites.

Our projects often included online magazines, content hubs, professional blogs, branding, design, and custom CMS implementations. We collaborated with notable partners such as *Porta dos Fundos* (the largest comedy entertainment hub in Latin America) and *Hermes & Renato* (a well-known comedy group from MTV Brasil), among others.

Main projects

- Led client engagement, project design, and implementation to align technical solutions with business goals

- Extended WordPress capabilities with custom themes, plugins, and automation for YouTube/Vimeo publishing

- Delivered innovative video portals for *Porta dos Fundos* and *Hermes & Renato*, shaping digital media in Brazil at the time

Tray

: {
  [**Frontend developer**],
  [2008, 2010],
  Brazil
}

Tray is one of Brazil's leading e-commerce platforms, providing businesses with tools to create and manage online stores.

I led the redesign and optimisation of client storefronts, emphasising responsive design, accessibility, and performance to deliver seamless experiences across all devices. Additionally, I contributed to crafting visual identities for key products, including developing comprehensive brand guidelines.

Main contributions

- **Redesigned Client Storefronts:** Updated HTML, JavaScript, and CSS templates to create responsive, accessible, and high-performance designs for a seamless user experience

- **Developed Animated Components:** Built an animated banner component using ActionScript and XML, adding dynamic and customisable visuals for client stores

- **Brand Identity:** Designed visual identity and brand guidelines for key products

E2W

: {
  [**UX Designer**],
  [2006, 2008],
  Brazil
}

E2W (E-commerce to World) was an e-commerce group offering comprehensive solutions, including logistics, marketing, and storefront management for many clothing brands.

As a UX Designer, I worked on creating engaging digital experiences for the group's brands. My responsibilities included designing campaign assets, landing pages, email marketing materials, and animated banners using ActionScript for Flash.

Main contributions

- Designed and implemented engaging animated banners using **ActionScript**, combining illustrations and animations to enhance marketing campaigns

- Built visually appealing and user-friendly **landing pages** tailored for specific campaigns, ensuring alignment with brand guidelines

- Created high-quality campaign assets, including illustrations, animations, and overall branding materials