

Email engineer with 7 years bridging design and front-end. I build, test and now *automate* responsive email systems for lifecycle marketing — currently turning a manual production cycle into an AI pipeline at Prezi.

## Experience — 01

### Email Front-End Developer

Jun 2024 — now

Prezi · Remote, Portugal

- Designed and built an end-to-end AI pipeline — **Claude** generates content, **Cursor** assembles templates, **Braze** executes — cutting campaign production from **3-8h** to **<15min**.
- Hand-coded responsive email templates (HTML/CSS + Liquid) and in-app messages (HTML/CSS + JavaScript) for lifecycle campaigns running in Braze.
- QA across Gmail, Outlook, Apple Mail and other major clients via Litmus; accessibility checks; performance tracked in Hex.
- Run subject-line & CTA A/B tests at **3M+** sends per arm; winners analysed in Hex and shipped to the rolling lifecycle.

### Web Designer

Dec 2023 — Jun 2024

Hakkoda · Remote, Portugal

Six-month role: web design and front-end for the marketing site, presentations and reports. Stack: WordPress, Figma, HubSpot.

### Front-end · Designer

2021 — 2023

Pier · Remote, Brazil

- Pier x Tinder Carnival co-marketing campaign — **+5M** ad impressions in 7 days (landing page, ad creative, brand system).
- Shipped AI-generated ad creatives for auto-insurance and smartphone campaigns — **+1M** impressions/week per campaign.
- Built landing pages in React + DatoCMS aligned to quarterly OKRs, plus email templates and ad creatives across acquisition channels.
- Worked alongside content, eng and PMs in a fast-moving acquisition team.

### Web Developer · Freelance

2020 — present

Brazil, Portugal, Germany

End-to-end web projects from design to deployment for international clients. React, Next.js, Node, WordPress.

## Stack — 02

### EMAIL & IN-APP ENGINEERING

HTML/CSS · JavaScript · Liquid · Braze (CRM) · In-app messaging · Litmus · Mobile-first rendering · Dark mode · VML for Outlook · Dynamic content blocks · Cross-client QA (Gmail, Outlook, Apple Mail) · Accessibility

### AI & AUTOMATION

Claude · Cursor · Node.js · JSON pipelines · Prompt engineering · Figma → Braze

### OPTIMIZATION

A/B testing (subject lines, CTAs) · Hex · CTR & open-rate analysis

### DESIGN

Figma · Adobe Creative Cloud · Design systems · Brand · Motion

### WEB

React · TypeScript · Next.js · Node.js · Tailwind · WordPress · DatoCMS

### TOOLS

Notion · Jira · Elementor Pro

## Education — 03

Full-stack Coding Bootcamp

Le Wagon — Lisbon

March 2020

B.A. Industrial Design

UniverCidade — Rio de Janeiro

2007 — 2010

The Web Developer Bootcamp

Udemy

2019

## Languages — 04

**Portuguese** native

**English** advanced

**German** intermediate