

Marcelo L. Lotufo

Senior Software Engineer · Web Performance — Brazil (UTC-3, available for US/EU hours)

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Senior software engineer with 8+ years across frontend and full-stack, specialized in web performance: shipped measurable Core Web Vitals wins at scale and built the monitoring that kept them from regressing. Ships apps end to end.

CORE SKILLS

Performance: Core Web Vitals (LCP, INP, CLS), RUM, bundle analysis, profiling

Languages: TypeScript, JavaScript, Go, HTML, CSS

Frameworks: React, Next.js, Vue, Nuxt, Svelte, Node.js, Electron, Tauri

Testing & tooling: Playwright, Jest, Puppeteer, Storybook + Loki (visual regression), Claude Code (AI-assisted dev)

Infra: Docker, AWS, SQLite, CI/CD

EXPERIENCE

Independent Developer — Own apps

Jul 2025 – Present

- Designing, building, and shipping **Novaboard** (novaboard.app), a cross-platform pixel-art and animation editor (Svelte 5, Electron) — grown organically to **~18k monthly unique visitors** and **~1,300 weekly editor users**, with weekly visitors up ~6× since June 2026.
- Built **Moneykeep** (moneykeep.app), a personal-finance app — Go backend, SQLite, TypeScript frontend — live as an invite-only demo.
- Develop with an AI-assisted workflow (Claude Code) and Playwright end-to-end tests — also scripted to auto-record Novaboard's promotional videos.

Stack: TypeScript, Svelte 5, Electron, Go, SQLite

Linktree — Senior Software Engineer

May 2025 – Jul 2025

- Profiled and optimized the React creator-facing application, targeting load time and INP regressions on the highest-traffic pages.

Stack: TypeScript, React, Next.js, Node.js

Upwork — Staff Front-end Engineer

Aug 2021 – Oct 2024

- Drove **~30% improvement across Core Web Vitals (LCP, INP, CLS)** company-wide by leading a cross-team performance initiative.
- Built and maintained the internal performance-monitoring tooling that captured every Web Vitals metric across the product, used to prioritize which pages and squads needed work.
- Mentored a team of **~10 engineers** on performance: profiling techniques, common anti-patterns, and interpreting RUM data.
- Identified and resolved cross-team bottlenecks; documented recurring patterns and solutions adopted as team-wide standards.

Stack: TypeScript, Vue, Nuxt, Node.js, Docker, AWS

Independent Consultant & Co-founder — Full-stack Engineer

2018 – Aug 2021

- Co-founded **Kaiji**, a WebRTC video-meeting app (Node.js, MongoDB, RiotJS); pivoted the company into development services.
- Built a drag-and-drop chatbot flow-builder platform for a messaging startup over a 7-month engagement (React, Node.js, MongoDB).
- Built and shipped a cross-platform DAW for MIDI composition (Electron + React), interoperable with industry-standard music software.
- Delivered a Gatsby-based marketing site and blog for an insurance company, with Storybook and Loki visual-regression testing.
- Modernized legacy jQuery codebases and integrated them with modern build tooling.

Stack: TypeScript, React, Vue, Next.js, Node.js, MongoDB, Tailwind

Fitness-app startup — Software Engineering Intern

2017

- Built a customer-support chat interface that sent and received SMS through Twilio (Ruby on Rails, React).

COMMUNITY

Opensanca — Developer community co-organizer & speaker (2019 – 2025)

Co-organized a monthly meetup in São Carlos (20–30 attendees per event) covering security, web performance, AI, and entrepreneurship. Gave recorded talks on Git internals and on React hooks at their release.

EDUCATION & LANGUAGES

Federal University of São Carlos — B.S. Computer Science · 2011 – 2018

Portuguese (native) · English (fluent) · Spanish (intermediate)