

Nifemi

Senior Software Engineer • Full-Stack • Product-Driven • Shopify

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PROFESSIONAL SUMMARY

Product-driven Full-Stack Engineer with 7+ years building, owning, and shipping software from zero to live. I've founded a SaaS, architected systems from scratch, iterated on them with real users, and lived with my decisions long enough to learn from them. I thrive in fast-moving, product-focused environments where I can own things end-to-end: understand the "why", shape the solution, ship it, measure it, and improve it. I've worn the full hat across engineering, design, infra, DevEx, analytics, and customer support, and I do some of my best work at those intersections.

WORK EXPERIENCE

Founder & Principal Software Engineer

tem mimo • Curitiba, Brazil | May 2024 – Present • 1.5+ years

Self-funded SaaS: white-label digital loyalty platform for small businesses in Brazil. Full ownership: product strategy, engineering, design, sales, and ops. Currently serving 3 clients.

- **Shipped:** Designed and built the entire product solo: multi-tenant Next.js (App Router) + Rails API + PostgreSQL stack with separate business dashboards, customer portals, and branded mobile-first storefronts. Went from 0 to live in under 3 months.
- **Owned:** Built a custom points & rewards engine from scratch: FIFO-based expiration logic, configurable voucher campaigns, and server-side fraud detection rules. Added full test coverage end-to-end.
- **Infra & DevEx:** Set up CI/CD pipelines, staging and production environments, Sentry error monitoring, and analytics dashboards solo. Reduced deployment time from manual to under 5 minutes.
- **Product iteration:** Tracked user retention, reward redemption rates, and session metrics weekly. Redesigned the client onboarding flow after 3 pilot sessions, cutting setup time by ~50%.
- **GTM:** Ran all sales and marketing independently: wrote ad copy, ran WhatsApp campaigns, handled client onboarding and support. Signed first paying pilot businesses in Curitiba.

Software Engineer → Software Architect

Fetchly Labs • Remote (Austin, TX → Denver, CO) | Sep 2021 – Present • 4+ years, promoted

Joined as a core engineer and grew into the architecture and technical strategy role. Span covers early product engineering on mobile apps through to greenfield full-stack system design for multiple early-stage startups.

As Software Architect (Nov 2024 – Present)

- **prepr.ai:** Owned the Collaborate feature on prepr.ai, a platform for designing and running professional tabletop exercises. Built the end-to-end campaign system: multi-role architecture (Campaign Manager, Contributor, Team Admin), token-based email invite flow, and real-time exercise tracking including conversation threading, completion percentage, and contribution status.
- **energyhire.com:** Migrated a legacy frontend to a modern Next.js SSR/SSG stack. Restructured data fetching to eliminate unnecessary client-side hydration, reducing initial page load by ~40%.
- **DevEx:** Defined engineering standards across all projects: branching strategy, PR review checklists, modular folder structures, shared component library. Cut new-engineer onboarding from days to hours.
- **Product:** Worked directly with founders to scope MVPs, prioritize features based on user feedback, and challenge requirements with technical trade-off context. Operated as technical co-founder in practice.

As Software Engineer (Sep 2021 – Aug 2023)

- **tapp social:** Improved the real-time feed performance using Firebase and laid the architectural foundations for the encrypted chat feature. Worked closely with the team throughout the App Store release cycle.
- **TrueWay ASL:** Led React Native development of an ASL learning app. Personally optimized video playback to reduce buffering by ~60%, added offline caching for core lesson content, implemented Sanity as the content management system, and integrated RevenueCat for in-app subscription and purchase management.

- **Quality:** Introduced automated widget testing and a shared CI pipeline across 3 active projects, reducing regression bugs and cutting QA cycle time.

Senior Software Engineer

ArcTouch, An AKQA Studio • San Francisco, CA (Remote) | Aug 2023 – Nov 2024 • 1 year 4 months

ArcTouch is a product studio that builds full apps and digital experiences end-to-end for companies like Lucid Motors, Nutrafol, and Midtown Athletic Club. Engineers own features from design through to App Store release.

- **Lucid Motors:** Built the vehicle companion app feature set in Flutter. Personally implemented the real-time vehicle status dashboard, remote command flows, and Bluetooth pairing UI. Worked directly with Lucid's design and product teams from mockup to App Store release.
- **Nutrafol:** Built the mobile app in Flutter from the ground up, applying Clean Architecture and a fully componentized UI layer. Owned feature development end-to-end from design handoff through to release.
- **Code quality:** Introduced PR checklists and accessibility lint rules adopted across all active projects. Reduced recurring review comments and caught accessibility regressions before they hit production.
- **Midtown Athletic Club:** Built the club's mobile app from the ground up in Flutter. Implemented Clean Architecture and a fully componentized UI layer, making the codebase easy to extend as new features were added post-launch.
- **Mentorship:** Mentored 2 junior engineers on Flutter architecture (BLoC + Clean Architecture). Both graduated to owning feature work independently within 3 months.

Mobile Software Developer

NullBug • Francisco Beltrão, PR | Dec 2020 – Feb 2022 • 1 year 2 months

- **Built:** Custom Enterprise Mobility Management (EMM) systems, kiosk-mode lockdown apps, and fulfillment apps for enterprise clients across Brazil. Owned the complete lifecycle from requirements to deployment.
- **Impact:** EMM kiosk integration for a logistics client reduced device misuse incidents and cut support ticket volume measurably within the first quarter post-launch.

Mobile Application Developer

Rocket Software • Blumenau, SC | Jul 2018 – Sep 2020 • 2 years 2 months

- Shipped 3 production apps to the App Store and Google Play with full ownership of the build and release pipeline.
- Developed and maintained mobile apps and lightweight games for iOS and Android; focused on performance and UX quality from day one.

SELECTED PROJECTS (SELF-BUILT & SHIPPED)

tem mimo | White-label digital loyalty SaaS for SMBs in Brazil, built and running. temmimo.com

The Movie Chain | Client-commissioned trivia game. Designed and built end-to-end: movie to actor chain gameplay, shipped to production. themoviechain.app

flutter_polls | Open-source Flutter package published and maintained on pub.dev. pub.dev/packages/flutter_polls

TECHNICAL SKILLS

Frontend / Web: React, Next.js (App Router, SSR/SSG), TypeScript, Tailwind CSS, Zustand, Redux, React Query, NextAuth.js, Shopify Liquid, Shopify Hydrogen

Mobile: Flutter, React Native, Dart, Expo, Bloc, Riverpod, iOS (Swift), Android (Kotlin), Platform Channels

Backend / Infra: Node.js, Rails, REST APIs, GraphQL, Prisma ORM, PostgreSQL, MongoDB, MySQL, Firebase, GCP, AWS, Shopify Admin API, Shopify Webhooks

E-commerce / Shopify: Shopify, Shopify Plus, Liquid, Hydrogen, Oxygen, Storefront API, Admin API, Checkout Extensions, Shopify CLI, Dawn, Theme Development, Webhooks

DevEx & Tooling: CI/CD pipelines, Git (GitHub/GitLab), Sentry, JIRA, AWS Amplify, Segment, Mixpanel, PostHog, performance monitoring, analytics

Practices: Clean Architecture, DDD, TDD, system design, product design, user research, metrics & iteration, mentorship

LANGUAGES

English (Native/Fluent) • Portuguese (Fluent)

EDUCATION

Diploma of Software Engineering, National Institute of Information and Technology, Lagos