

Thiago Menezes de Oliveira

Frontend-focused Software Engineer

📍 Louisville, KY (USA) ✉️ thiago.uxbr@gmail.com 🌐 thiagoux.us

🐙 github.com/thiago-menezes 💼 linkedin.com/in/thiagoux/ ☎️ +1 (502) 767-9606

TECHNICAL SKILLS

Frontend:

React, Next.js 15, TypeScript, JavaScript, HTML5/CSS3, Tailwind, SCSS Modules, Styled Components

Tools & Testing:

React Query, React Hook Form, Storybook, Testing Library, Jest, Git, CI/CD, GitHub Actions

Design:

Design Systems, Design Tokens, Figma, Accessibility (WCAG), User Research, Prototyping

PROFESSIONAL SUMMARY

Frontend-focused Software Engineer who builds scalable, maintainable React/Next.js applications with TypeScript and strong UX rigor. Specializing in Design Systems and platform primitives, I excel at unifying design languages and leading the development of extensible frontend portals. I bring a product-design background to ship accessible, high-performance UIs that drive business and user outcomes.

EXPERIENCE

Contract Frontend Engineer

Sep 2025 - Present

Independent / Contract • Remote

- **Legacy Insights (Black Legacy):** Frontend for a data aggregation platform that unifies metrics from payment gateways and ad platforms (Meta Ads, Google Ads), with role-based access and team management built in Next.js and TypeScript.
- **Grupo Ser Educacional:** Multitenant Next.js architecture powering course-sales websites for 7 universities (Unama, Uni7, UNG, UNINASSAU, Uninorte, Unifael and more) from a single codebase.
- **iRoddas (T&F Soluções):** Co-founder and frontend engineer of a vehicle marketplace MVP for the Mato Grosso market, also leading UX/UI, product and brand design.

Frontend Engineer

Jun 2022 - Sep 2025

Grupo SBF (Nike Brazil & Centauro) • Remote

- Led the frontend for Panel SBF (Next.js + TypeScript), centralizing tools from 12+ teams into 50+ features with RBAC and audit logging.
- Architected an extensible, component-driven platform using React, Storybook, and design tokens, enabling rapid feature onboarding.
- Modernized legacy flows in Freight & Stock with React/TS and React Query, improving stock search responsiveness.
- Hardened quality through Testing Library/Jest and CI-friendly coverage, reducing regressions in critical UI primitives.

Product Designer

Jan 2021 - Jun 2022

Grupo SBF (Nike Brazil & Centauro) • Remote

- Drove discovery and user research for marketplace-in product management, aligning solutions to seller needs.
- Prototyped end-to-end flows for product onboarding and catalog updates, reducing friction and support tickets.
- Contributed patterns to the Design System, improving consistency and speeding handoff to engineering.

Frontend Engineer & Product Designer

Aug 2017 - Jan 2021

Digix • Brazil

- Delivered core PapelZero features digitizing government workflows for thousands of users.
- Built and documented reusable components and tokens, standardizing UI across 9+ products.
- Drove UX through interviews, journey maps, and usability tests for high-impact government products.
- Scaled Design System practices and design-ops rituals adopted across multiple teams.

Designer

Jun 2015 – Aug 2017

BTB Agency • Brazil

- Designed and developed websites and digital assets, producing visual assets for magazines and campaigns.
- Collaborated on video production, photography, and art direction for end-to-end campaign delivery.

 KEY ACHIEVEMENTS

- **Platform Vision (Grupo SBF):** Presented a strategy to C-level leadership to centralize services, leading to the creation of Panel SBF.
- **Rapid Growth (Digix):** Earned 6+ recognitions and advanced from trainee to Senior Product Designer in four years.
- **Tech Modernization:** Led the migration of flagship products to Next.js, significantly improving Lighthouse scores and performance.

 LANGUAGES

Portuguese: Native

English: Intermediate / Business

EDUCATION

B.A. in Advertising

2012–2015

Uniderp Anhanguera

Certifications

HackerRank: Frontend Developer (React), JavaScript, React (2025)

LinkedIn: Next.js Full-Stack, GitHub Actions (2025)