

# ENRIQUE RENÉ BEAUXIS REYES

Full Stack Web & Mobile Developer

Graduated in Physics (UFF – Niterói, RJ, Brazil)

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## WHO I AM

I'm Enrique René, a Problem Solver Web and Mobile Developer based in Rio de Janeiro, Brazil.

- ✓ **10+ years** of experience as freelancer, **facing-client**, **translating client's needs into technical solutions**.
- ✓ **4+ years** of experience in an outsourcing near-shore tech company where I work for **international clients** in **global environment** following **agile methodologies**.

## PROFESSIONAL JOURNEY

### FEATURED STEPS

**Unnamed:** Multi-vendor mobile platform solution focused on specific niche needs, built in **React Native** backed by **WordPress** and **custom plugin** extending **WooCommerce REST API** endpoints. Applying **AI tools** to **boost development**.

**CNF:** National deceased register with large **database exceeding 15 GB** size. Migration of a **legacy PHP** system to **Laravel** framework, redesigning database entity relation, implementing a REST API and multi-role management panel using **Filament**.

**PetCoach:** US based **pet healthcare** product from large holding company specialized in pet industry. The product offers Question & Answer and online Consultation with pet experts. Maintenance of **Hybrid Mobile App** and website built in **Backbone.js** and **Cordova**, a **Swagger** documented **REST API** built in **Symfony** with **Sonata** for administrative panel. Drove **SEO** and **accessibility** improvements, leveraging **AWS** infrastructure, and manage the deployment and scaling of the application, ensuring reliability and performance with effective cross-team work.

**Milbby:** Leading spanish e-commerce with more than 2000 products and hundreds of categories. Handled the **UI/UX** of a **Shopify** Theme following **Adobe XD** wireframes for **pixel perfect** redesign, focusing on **cross-browser compatibility**, **mobile experience** improvements and performance optimization, which reduced load time by almost 70%.

**Clínica Vegetal:** Plant healthcare **PWA** where users can fill a multi-step form including a list of images reporting issues and receive response from experts. Application built in **ReactJS** backed by **Django REST API** on top of **AWS** infrastructure.

**Orça Agora:** Web platform where printers can see a list of orders and send service proposals to the users who posted them. In turn, users decide who to close a deal with and evaluate the service after delivery. Reward third-party service integration. **Lead a team** composed by two junior developers, management of Trello boards in **startup environment** where developers,

client and investor can track progress. Weekly meeting with client and monthly with investors. Tech stack **PHP**, **ReactJS** and **Redux**.

**StudioX2**: Digital Marketing Agency where I build several websites using **WordPress** as base. **SEO** focused job as the company main product is to be top 10 ranked in Google pages.

## KEY SKILLS

### Full Stack Web Development

- **Backend**: PHP specialist (Vanilla, Laravel, Slim) for high-performance APIs and eCommerce (PayPal, Stripe). Proficient in Node.js (Express) and Django for versatile solutions.
- **Frontend**: ReactJS, Next.js (SSR/SEO), Angular (Ionic), with TailwindCSS, MaterialUI, and SASS for pixel-perfect UIs.
- **Testing**: Jest, PHPUnit, Cypress, and Storybook for bulletproof reliability.

### WordPress & eCommerce

- **Custom Solutions**: Scalable plugins/themes (WooCommerce, subscriptions), WP REST API, and headless setups.
- **Optimization**: Core Web Vitals, Lighthouse audits, and accessibility (WCAG).
- **Builders**: Elementor (custom widgets), ACF, and WP-CLI automation.

### Mobile Development

- **Cross-Platform**: React Native (Expo/bare) and Flutter for unified iOS/Android apps (auth, push notifications, offline sync).
- **Hybrid**: ReactJS/Angular with Cordova/Ionic for cost-effective solutions.
- **Native Bridges**: Kotlin and Swift for platform-specific features.

### UI/UX & AI-Powered Design

- **Prototyping**: Figma (design systems), Galileo AI (instant mockups).
- **AI Productivity**: Claude, DeepSeek, Grok, and Sora for codegen, content, and workflow automation.
- **Data-Driven UX**: Google Analytics, Google Search Console, and Looker Studio for user behavior insights.

### Cloud & DevOps

- **AWS** (EC2, S3, Lambda), **Docker**, and **CI/CD** (GitHub, GitLab and Bitbucket).
- **Tracking** and **Monitoring** tools like **JIRA**, **Sentry**, **Loggly**, and custom dashboards.

## CAREER

### ASPIRATION

My career trajectory is focused on life-work balance, so flexible hours and remote job are the most important aspects of a job for me. I'm open for hands-on technical position, facing-client roles and team leader/manager as well.

### INTERESTS

WordPress and Mobile integratoin using AI tools to boost development, focusing on UI, UX, Customer Experience (CX), marketing strategies and client satisfaction.

## SUMMARY PATH

An overview of most relevant work I've done descendant ordered by date.

### **Unnamed** – Founder (06/2025 – in progress)

**ROLE:** Founder, Full Stack Engineer

**OVERVIEW:** *White Label* mobile application built in React Native with Expo consuming REST API endpoints of WordPress installation where admin users can handle data and see dashboards with business statistics. This mobile application is aimed to Fight Gyms owners offering technological experience to their athletes, allowing them to monitor their progress in each modality, subscribe to plan, receive notifications and check calendar with events and scheduled training season. Admin users can send notification and see resources.

**TECHNOLOGIES:** React Native (expo), WordPress, WP REST API.

### **CNF** – Derrico Consultoria (04/2024 – 07/2024, 12/2024 – 02/2025)

**ROLE:** Full Stack Engineer

**OVERVIEW:** CNF stands for *Cadastro Nacional de Falecidos (National Registry of Deceased)* and aims to gather notary offices data related to deceased people for easy online bureaucratic services and data analysis. The current job is a migration project from legacy PHP system website into a modern system built in Laravel. The new project comes with best UX interface following recent practices, new database modeling to handle huge amount of data (about 15GB), a REST API as a service for other companies usage. All the design system is based on Bootstrap. Implementation of administration area with Filament. The deployment pipeline starts on development environment and pass through stage environment for client approval and move forward to production finally. All the process is tracked in JIRA and Bitbucket platforms.

**TECHNOLOGIES:** Laravel, Bootstrap, Apache, MySQL, Postman, PHPUnit, PHP 8.3, Blade, Filament.

### **PetCoach** - Oowlish (06/2021 – 05/2025)

**ROLE:** Full Stack Engineer

**OVERVIEW:** Maintenance of a REST API built in Symfony framework, event driven system for a famous Pet Care service in USA where Pet owners can ask questions in the open forum and private chat consultation. Both ones are paid services integrated with PayPal and Stripe third party service. Infrastructure is based on AWS. The application lies on EC2 instances, S3 Buckets, RDS and Cloud Front. The new features and bugfixes must pass through four environments which lie on Docker containerization: from development, integration, Q&A and finally to production environment. The chosen platform is GitLab that runs its own CI/CD tools for each merge request. The agile methodology is followed up in JIRA but at the beginning was in Trello boards. Maintenance checking Sentry, FastCron, PreRender, Google Analytics and other tools. Strongly based in SEO and Accessibility work there.

**TECHNOLOGIES:** AWS, Docker, NGINX, MySQL, Postman, Symfony, PHPUnit, PHP, Twig, Cypress, BackboneJS, Cordova, ReactJS.

### **Milbby** - Oowlish (01/2021 – 06/2021)

**ROLE:** Frontend Developer

**OVERVIEW:** Work on UI/UX redesign of Shopify theme for a spanish ecommerce with more than 2000 products and more than 200 categories that delivers for most of the countries in

Europe. The team had started with three developers and grew up to 10 ones. The tasks mainly focused on CSS restyle, improve JS bundles, remove unused code and keep cross browser compatibility. Monthly LightHouse reports for track results from road map.

**TECHNOLOGIES:** Shopify, SCSS (Sass), CSS, JavaScript, HTML5, Liquid.

#### **Clínica Vegetal** - Freelancer (10/2021 – 01/2022)

**ROLE:** Software Engineer

**OVERVIEW:** Develop a REST API to be consumed from a PWA capable of sending text and images. The infrastructure lies on AWS EC2 instance and RDS. People can take photos of sick plants and the administrators of the project can respond to them with agronomic reports about what is the issue and possible ways to solve them. The database aims to serve publicly a second application (outside this project scope) with educational proposals.

**TECHNOLOGIES:** Figma, SCSS (Sass), CSS, ReactJS, JavaScript, HTML5, Django, Django REST Framework, Python.

#### **Hora do Muffin** - Freelancer (05/2020 – 03/2021)

**ROLE:** Software Engineer

**OVERVIEW:** Design UI/UX, develop and maintain an One Page Ecommerce PWA capable of sending shopping carts to whatsapp chat messages. People are capable of choosing their muffins and checking the cart by clicking on a floating button which toggles cart visibility, where after concluding the order, it is sent via whatsapp as a message. There is a robot to respond to messages depending on its content built in Selenium Web Driver with Python API, working on the Web Whatsapp page. The prototype UI/UX was built in Figma via A/B test with a small group of (10 to 12) people. The Frontend interface was built in ReactJS and SCSS (Sass), CSS3 transitions for better UX.

**TECHNOLOGIES:** Figma, SCSS (Sass), CSS, ReactJS, JavaScript, HTML5, Django, Django REST Framework, Python.

#### **Seu Barbeiro** - Freelancer (07/2019 – 08/2021)

**ROLE:** Software Engineer

**OVERVIEW:** Seu Barbeiro was born in COVID19 pandemia bringing to the city a delivery barber service to allow people get the service without getting out of their home. There was a first moment of the project focused on publishing the new service in the city built in pure HTML and CSS landing page presenting the idea, providing a phone number to manually call and schedule. After the commercial acceptance from local people, the project has expanded with automated processes for schedule messaging to whatsapp chat, based on ReactJS widget form.

**TECHNOLOGIES:** Figma, Google Analytics, SCSS (Sass), CSS, ReactJS, JavaScript, HTML5

#### **FutShares** - Freelancer (07/2019 – 08/2021)

**ROLE:** Frontend Developer

**OVERVIEW:** Develop a frontend interface of a prototype provided from a Web Designer. FutShares prototype has a private scope and this prototype project was built to present the project idea to possible investors who become financial partners of the project that has the soccer players, clubs and games as objects of interest.

**TECHNOLOGIES:** Figma, Google Analytics, SCSS (Sass), CSS, ReactJS, JavaScript, HTML5.

**AJ Fire - Freelancer (03/2021 – 04/2021)**

**ROLE:** WordPress Developer Mentor

**OVERVIEW:** AJ Fire is a well established company in on-off shore fire prevention service. Develop a multilingual WordPress website to present its services and certifications. Mentor a beginner developer in his first steps into a web development career. Development process and tasks had followed up in trello boards.

**TECHNOLOGIES:** WordPress, Google Analytics, CSS, HTML5.

**Orça Agora - Freelancer (04/2019 – 01/2021)**

**ROLE:** Software Engineer & Tech Lead

**OVERVIEW:** Received UML diagrams to split them into small tasks and lead a team with other two beginner developers, one for backend and one for frontend. The project aimed to join customers and providers for graphical services into a unique platform for budgets, price comparison and a primitive chat as the provider accepted the customer service request. Mainly I was responsible to guide juniors into their tasks, perform integrations and present results to the manager and partners of the startup. All processes had followed up in trello boards.

**TECHNOLOGIES:** UML, MySQL, Slimframework, PHP, SCSS (Sass), CSS, ReactJS, JavaScript, HTML5.

**Auto Fácil - Freelancer (07/2019 – 10/2019)**

**ROLE:** Software Engineer

**OVERVIEW:** Develop a mobile application with call functionality and Google Maps integration. There were some pictures providing a portfolio for the car wash services and the working team. Build a WordPress website to present the services, team and to engage the mobile application usage which allows the customer drives from current location until Auto Facil car wash through Google Maps. It was possible to call the Auto Facil shop from the app with one click (to native caller redirection).

**TECHNOLOGIES:** WordPress, WP-API, Google Analytics, React Native, JavaScript.

**Miscellaneous and Enterprising - Freelancer (01/2011 – 01/2022)**

**ROLE:** Web Developer

**OVERVIEW:** Develop softwares for web on demand as freelancer. Some try building web products, building my own companies like web agencies, by myself and with partners. Freelancer was my first job.

**TECHNOLOGIES:** MySQL, Slimframework, Yii, PHP, Flask, Python, WordPress, Woocommerce, WP-API, Bootstrap, SCSS (Sass), CSS, ReactJS, React Native, Angular, AngularJS, Ionic, Apache Cordova, jQuery, TypeScript, JavaScript, HTML5.