

DIOGO CUNHA

Hands on leader, architect and engineer driving technology platforms and teams

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Braga, Portugal

SUMMARY

Experienced engineering leader with a proven track record in driving change and building high-performing teams in a wide range of business areas and company stages. I bring a diverse background that spans marketing, advertising, and content management, alongside technical expertise in chat systems, payment infrastructure, e-commerce, and order management. I've contributed to companies at various stages, from startups to businesses navigating acquisitions and integration into larger corporate groups. I believe in hands-on leadership and put high focus on technology-agnostic continuous learning. Over the last few years worked remotely with distributed product teams (Europe, Middle East, US, Asia).

EXPERIENCE

SimpleX Chat, Remote — Senior Software Engineer

AUG 2024 - PRESENT

- Joined SimpleX at pre-seed stage, SimpleX is a decentralized E2E encrypted chat platform that rethinks privacy by not using any user ID. The app directly competes with other private communication apps like Signal.
- Learned a range of new tools and frameworks in the first week, releasing important features straight away on totally new technology stacks: Android and desktop development with kotlin and Jetpack, iOS with Swift and SwiftUI;
- Quickly adapted and added value to the company's open source message queue and core library, written in haskell;
- Developed a range of features pivotal for hyper growth phase, including but not limited to message multi forward, user picker and new conversation screen.

Threads Styling, Remote — Technical Director

AUG 2023 - AUG 2024

- Restructured department as Head of Engineering, Data, and Product, increasing team efficiency while reducing operational costs by 50% and leading a team of 20+;
- Developed and executed an ambitious roadmap with product managers that automated 50% of manual processes, significantly boosting operational efficiency and laying the groundwork for scalable growth and profitability;
- Co-led the ambitious rebuild of the e-commerce platform with a distributed remote team, aiming for a 7x increase in revenue and a 90% reduction in manual order fulfillment processes by leveraging Shopify and integrating advanced analytics tools for data-driven decision-making;
- Directed the building of Martech stack, integrating with off the shelf solutions like Klaviyo CRM system, streamlining customer engagement processes, and

STRENGTHS

User obsession

Users and business outcomes will always be my primary focus, whenever working with large or small teams, big enterprises or early stage startups.

Strong technical background

Open source contributor from the earliest stages of my career, was the major maintainer of the number one open source react grid for several years, developed and published several open source packages, both for frontend and backend ever since. Developed totally in the open for SimpleX Chat.

Team Building

Assembled, mentored, and led high-performing cross-functional teams on fast paced environments.

SKILLS

Leadership

[Mentorship](#) [Coaching](#) [Strategic planning](#)
[Innovation management](#) [Problem solving](#)
[Stakeholder communication](#) [Project and product management](#) [OKR definition](#)
[Agile](#) [Scrum](#) [Lean](#) [Security and compliance management](#) [Team velocity optimisation](#) [Public speaking](#) [Budgeting](#)
[Team building](#) [Team scaling](#) [Tech debt management](#)

General

[Microservices](#) [Distributed systems](#)
[Event-driven architecture](#) [Monolith architecture](#) [Architecture migration](#)
[Reliability](#) [Performance optimisation](#)

significantly improving marketing effectiveness and segmentation capabilities;

- Architected and developed the implementation of a data warehouse system data sync between AWS RDS Postgres and Google BigQuery, all data migrated and continuously replicated with no downtime while keeping cost 70% lower than external provider quote;
- Championed key automation projects delivered in quick iterations, reducing manual stock purchase review times by over 60%;
- Acted as threads leader for all key technology projects with Chalhoub Group, building critical relationships with engineering and product leaders across the group.

Threads Styling, Remote — Engineering Manager

MAY 2022 - AUG 2023

- Established a new remote engineering hub in Portugal, from the ground up, leading to its recognition as the organization's highest-performing team within six months;
- Implemented personal Objective and Key Results (OKRs) across teams, significantly increasing retention and motivation, achieving over 90% retention rates among direct and indirect reports;
- Architected and hands-on developed transition to an event-driven microservices architecture using Kafka and nodejs, exponentially improving product scalability and maintainability, and unblocking key milestones on overall engineering goals;
- Directed the development and successful launch of a self-checkout feature for affiliate shoppers, generating nearly \$500K in revenue and setting the stage for future automated self-service solutions;
- Played a crucial role as a de facto engineering leader inside the company, resulting in the acquisition of a major share of the company by Chalhoub Group.

Threads Styling, Remote — Technical Lead

MAY 2020 - MAY 2022

- Integral in department's product and engineering direction;
- Rebuilt the interview process to enhance inclusivity and fill skill gaps, contributing to a significant increase in engineering team strength and diversity;
- Led a critical 'buy vs. build' analysis for our inventory management system that favored an in-house build. Critical in the development and deployment of an MVP within an unprecedented four-week timeline, resulting in a 3x surge in revenue and a 4x increase in product listings in the initial quarter, this inventory management system brought over 32M in revenue over the next 4 years;
- Lead integration of advanced fraud detection systems for high-value transactions during the pandemic, reducing fraudulent transactions in over 99%;
- Achieved 95% reduction in shipping and duties cost leakages via establishment of key integrations and creation of internal apis.

Threads Styling, London, UK — Senior Software Engineer

JUN 2018 - MAY 2020

- Joined Threads at hyper growth phase, playing a key role in the rebuild of the technology department for this rapidly expanding luxury fashion personal shopping and commerce venture;
- Significantly contributed to the recruitment of essential team members, enhancing the department's capabilities and supporting its expansion;

Cloud and Services

[AWS](#) [Azure](#) [Google Cloud](#) [CI/CD](#)
[Github Actions](#) [CircleCI](#) [Splunk](#) [Vercel](#)
[Workflow automation](#) [Workflow optimisation](#) [Git](#)

Backend and devops

[Nodejs](#) [nestjs](#) [C#](#) [dotnet](#) [kafka](#)
[Postgres](#) [SQL Server](#) [ElasticSearch](#)
[DynamoDB](#) [Redis](#) [Google Big Query](#)
[terraform](#) [docker](#)

Front end

[Typescript](#) [javascript](#) [react](#) [nextjs](#) [react native](#) [graphql](#) [css](#) [html](#)

PUBLIC SPEAKING HIGHLIGHTS

Building systems with terraform and nodejs (workshop)

JUNE 2018

Led a 2-hour workshop on leveraging key AWS services to build a simple media upload app. Covered practical applications of S3, Lambda, API Gateway, SNS, SQS, and DynamoDB, providing a foundation in AWS for real-world projects.

Effectively testing react applications

OCT 2019

Presented comprehensive strategies for modern front-end testing, emphasizing the shift towards integration testing. Shared methodologies and benefits for effectively testing complex React architectures.

Event driven systems

DEC 2022

Explored event-driven systems and Kafka, focusing on scaling with static typing using Avro and TypeScript integration. Educated participants on leveraging Kafka in large-scale applications and enhancing type safety.

LANGUAGES

Portuguese - Native

English - Proficient

- Actively led and co-led key development decisions, including the selection of a modern technology stack (TypeScript, React, Node, GraphQL, React Native, Terraform, Postgres and AWS), instrumental in establishing best practices for continuous delivery (CD) and integration (CI);
- Led the release of an internal catalog for social content within the first month, directly contributing to a 3x sales increase during this period, demonstrating the project's significant impact on the company's revenue;
- Pivotal contributor to developing a real-time collaboration, video, and image editing Content Management System (CMS), resulting in deep knowledge of AWS ecosystem, infrastructure best practices, microservices architecture, GraphQL, and NodeJS.

Strata Marketing, Inc (Comcast), London, UK — Technical Lead

MAY 2017 - JUN 2018

- Led a team of 7 engineers in the successful development and launch of a new rate engine and forecast module SaSS product for TV advertisement;
- Contributed and led front-end development efforts, significantly enhancing product usability and technical architecture using React, Typescript and state managing solutions, while also contributing to the strategic planning and execution of key projects;
- Implemented a series of development programs, including tech talks and coaching sessions, to address identified gaps in coaching and knowledge sharing, enhancing team cohesion and skill transfer;
- Played a pivotal role in refining the team's recruitment strategy, designing new methodologies for the engineering hiring process, and actively participating in the interview and selection of new engineers, reducing hiring mistakes in over 90% in a rapidly expanding team;
- Acted as the main influencing voice on front end architecture decisions, by being one of the leaders of this 50+ engineering team architecture committee.

Strata Marketing, Inc (Comcast), London, UK — Senior Software Engineer

JAN 2016 - MAY 2017

- Played an Instrumental role in the transition from an outdated, 'spreadsheet-like' jQuery system to a modern, React-based grid, significantly boosting system performance and reliability, and enhancing user experience;
- Contributed to and managed the open-source community for the company's React-based grid solution, leading to its recognition as one of the most utilized npm packages for tabular data rendering with more than 500K monthly downloads;
- Quickly reached expertise in React and JavaScript, demonstrating exceptional skill and understanding, which contributed to the team's and the company's success and made me one of the leading voices in the architecture council;
- Undertook mentorship roles within the team, guiding members in their technical and professional development, fostering a culture of continuous learning and improvement;

Waveform, Braga, PT — Junior Software Engineer

DEC 2014 - JAN 2016

- Quickly rose to become a key member of the backend development team,

EDUCATION

Universidade do Minho, Braga, PT - Computer Science

SEP 2009 - JUL 2014

- Computer science foundation
- Object oriented/Functional/Imperative programming
- Algorithms and complexity
- Distributed systems
- Database management and design foundations

demonstrating a quick grasp of the .NET technology stack and agile methodologies;

- Led the migration of the company flagship product to Microsoft Azure, showcasing an accelerated understanding of cloud-based solutions and spearheading a successful transition that optimized infrastructure and cost;
- Implemented horizontal scaling of the main product's SQL Server database through sharding, significantly enhancing system performance and resilience, contributing to the scalability and reliability of our services;
- Orchestrated the planning, execution, and delivery of a complex double-sync solution to enhance compatibility with multiple ERPs and introduce offline support for our SaSS mobile app, showcasing advanced architecture drafting capabilities very early in my career;
- Achieved and sustained 99%+ uptime from the outset, underscoring a rapid adjustment to the role and a commitment to maintaining high-quality standards.