DIOGO CUNHA

Hands on leader and architect driving technology platforms and teams

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SUMMARY

Experienced engineering leader with a proven track record in driving change and building high-performing teams. Specialized in strategic planning, operational efficiency enhancement, and system reliability. Skilled in developing SaaS and internal user products, with a hands-on approach to technology-agnostic development in distributed engineering teams (US, UK, PT, ME) and fan of technologies such as Postgres, JavaScript, and React.

EXPERIENCE

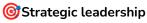### Threads Styling, Remote — *Technical Director*

AUG 2023 - PRESENT

- Orchestrated department restructure as Head of Engineering, Data, and Product, increasing team efficiency and reporting effectiveness while reducing operational costs by 50%, aligning efforts with strategic business objectives;
- 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;
- 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 significantly improving marketing effectiveness and segmentation capabilities;
- Championed and hands-on contributed to the planning and implementation of a data warehouse system between AWS RDS Postgres and Google BigQuery, laying the foundation for a data-driven culture;
- Championed key automation projects, reducing manual stock purchase review times by over 60%.

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 enhancing retention and motivation, achieving over 90% retention rates among direct and indirect reports;

STRENGTHS

🎯 **Strategic leadership**
Led a team of 15+ in developing and executing strategic plans, achieving a +50% increase in operational efficiency.

🖥️ **Technical expertise**
Hands-on developed, mentored, and led development of cutting edge architectures, maintaining uptime of +99.9% and driving productivity enhancements.

⚽ **Team Building**
Assembled, mentored, and led high-performing cross-functional teams, building a culture of innovation and collaboration focused on project outcomes.

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

- Architected the transition to an event-driven microservices architecture using Kafka, exponentially improving system scalability and maintainability, and enabling swift advancements in key projects;
- 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

- Steered the 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. Spearheaded 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 20M in revenue over the next 4 years;
- Lead integration of advanced fraud detection systems for high-value transactions during the pandemic, reducing fraudulent transitions 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 strategic recruitment of essential team members, enhancing the department's capabilities and supporting its expansion;
- 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 advertisements, establishing a significant presence in the omnichannel advertisement planning sector and tapping into a market with over $200 billion in capitalization;
- Contributed and led front-end development efforts, significantly enhancing product

Cloud and Services

AWS Azure Google Cloud CI/CD Github Actions CircleCI Splunk Vercel Workflow automation Workflow optimisation Github Gitlab

Backend and devops

Nodejs nestjs C# dotnet kafka Postgres SQL Server ElasticSearch DynamoDB Redis Google Big Query terraform docker rest

Front end

Typescript javascript react nextjs react native graphql css html

PUBLIC SPEAKING

Building systems with terraform and nodejs (workshop)

JUN 2019

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.

Async generators in real life

OCT 2019

Delivered insights into JavaScript's async generators, exploring their syntax, functionality, and applications. Demonstrated how these constructs streamline asynchronous operations, offering practical tips for project implementation.

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.

GraphQL the intro

JUN 2021

Conducted an in-depth exploration of REST vs. GraphQL, addressing common misconceptions and illustrating GraphQL's effectiveness in encapsulating legacy code.

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;
- Achieved a high degree of 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;
- Played a pivotal role in contributing to key development decisions, including selecting a modern technology stack and establishing best practices for continuous delivery and integration, setting a high standard for development efficiency and reliability.

Waveform, Braga, PT —Junior Software Engineer

DEC 2014 - JAN 2016

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

Clarified the distinct advantages and use cases of each technology.

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

- Achieved and sustained 99%+ uptime from the outset, underscoring a rapid adjustment to the role and a commitment to maintaining high-quality standards.

EDUCATION

Universidade do Minho, Braga, PT — *Computer Science*

SEP 2009 - JUL 2014

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