DIOGO CUNHA

Hands on leader and architect driving technological platforms

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SUMMARY

Experienced engineering leader with a proven track record in driving change and building high-performing teams. Specializes in strategic planning, operational efficiency enhancement, and system reliability maintenance. Skilled in developing SaaS and internal user products, with a hands-on approach to technology-agnostic development. Adept at mentoring cross-functional teams towards significant efficiency improvements. Engaging public speaker on software practices, demonstrating a deep commitment to innovation and growth. Skilled in leading distributed engineering teams (US, UK, PT, ME) and adept in technologies such as Postgres, JavaScript, and React, with a strong emphasis on building scalable solutions and fostering an inclusive, remote work culture.

EXPERIENCE

Threads Styling, Remote — *Technical Director*

AUG 2023 - PRESENT

- Orchestrated a comprehensive departmental 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 a strategic 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 integration of the Klaviyo CRM system, eliminating a lengthy manual process of data uploads, streamlining customer engagement processes, and significantly improving marketing effectiveness.
- Championed and hands-on contributed to the development and implementation of a data warehouse system, bridging AWS RDS Postgres and Google BigQuery. This pivotal project laid the foundation for a data-driven culture, significantly enhancing analytical capabilities and enabling informed strategic decision-making across the organization.
- Championed key automation projects, reducing manual stock purchase reviews by over 60%, demonstrating a strategic pivot towards operational efficiency and productivity enhancement.

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 full stack solutions, maintaining uptime of +99.9% and driving significant productivity enhancements.

⚽ **Team Building**
Assembled, mentored, and led high-performing cross-functional teams, fostering a culture of innovation and collaboration that enhanced 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

Threads Styling, Remote —Engineering Manager

MAY 2022 - AUG 2023

- Pioneered the establishment of 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 through strategic leadership and comprehensive team development.
- Implemented personal Objective and Key Results (OKRs) across teams, significantly enhancing retention and motivation, achieving over 90% retention rates among direct and indirect reports.
- Architected the transition to an event-driven microservices architecture using Kafka, markedly 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 in defining career paths within the product department, providing insights that significantly influenced team development and hiring strategies, fostering a culture of growth and professional advancement.

Threads Styling, Remote —Technical Lead

MAY 2020 - MAY 2022

- Transitioned to a technical leadership role, steering the department's strategic direction and overhauling the interview process to enhance inclusivity and team capabilities, contributing to a significant increase in engineering team strength and diversity.
- Led a critical 'buy vs. build' analysis for our inventory management system, culminating in the decision to develop an in-house solution. 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.
- Fostered cross-functional collaboration, playing a central role in initiating and driving key projects to successful completion across the company, enhancing product innovation and market responsiveness.
- Championed the integration of advanced fraud detection systems for high-value transactions during the pandemic, reducing fraudulent transitions in over 99%
- Achieved a significant 95% reduction in shipping and duties cost leakages via establishment of key integrations and internal apis

Threads Styling, London, UK —Senior Software Engineer

JUN 2018 - MAY 2020

- Joined Threads at a pivotal growth phase, playing a key role in the rebuild of the technology department for this rapidly expanding luxury fashion personal shopping and commerce enterprise.
- Significantly contributed to the strategic recruitment of essential team members, enhancing the department's capabilities and supporting its expansion.
- Actively participated in key development decisions, including the selection of a

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.

modern technology stack (TypeScript, React, Node, GraphQL, React Native, Terraform, Postgres and AWS), instrumental in establishing best practices for continuous delivery and integration.

- 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), providing deep insights into the AWS ecosystem, infrastructure best practices, microservices architecture, GraphQL, and NodeJS.

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

MAY 2017 - JUN 2018

- Elevated to a technical leadership role within an innovative team focused on pioneering advancements in the TV industry, leading both technical and functional design efforts that significantly contributed to product innovation and market penetration
- Directed 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 foothold in the omnichannel advertisement planning sector and tapping into a market with over $200 billion in capitalization.
- Initiated and led front-end development efforts, significantly enhancing product usability and customer engagement, 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.

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

JAN 2016 - MAY 2017

- Instrumental in the transition from an outdated, 'spreadsheet-like' 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.
- 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

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

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 an instrumental member of the backend development team, demonstrating a swift grasp of the .NET technological stack and agile methodologies.
- Led the migration of a critical application to Microsoft Azure, showcasing an accelerated understanding of cloud-based solutions and spearheading a successful transition that optimized infrastructure
- Implemented horizontal scaling of a 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 quick adaptation to technical challenges.
- Achieved and sustained exceptional product stability and the highest levels of 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