# **Thomas Ryu Sameshima**

Front-end Software Engineer • São Paulo, Brasil

**Phone:** +55 (11) 98984-0402

**E-mail:** thomas.sameshima@gmail.com

LinkedIn: https://www.linkedin.com/in/thomasryu/

GitHub: https://github.com/thomasryu

### **Technical Skills**

#### Front-end Engineer

- HTML / CSS / JavaScript (ES6, TypeScript)
- React
- Redux
- Cypress / Jest
- Next.js / Vercel
- Tailwind CSS
- WordPress

### **Development tools**

- GitHub
- Figma
- Jira

### **Analytics and Data**

- Google Tag Manager
- Google Analytics 4
- Google Optimize
- Microsoft Clarity / Hotjar
- HubSpot

### Other skills

- Search Engine Optimization (SEO)
- Conversion Rate Optimization (CRO)

### **Previous Experiences**



### **⇔** Cobli — Front-end Software Engineer

(Nov 2018 - present)

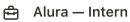
- Built the company's first fully-fledged website in 2019 using Gatsby, Emotion, Jest, and Netlify, jump-starting our inbound traffic.
- Built the company's blog in 2019 using WordPress, kick-starting our organic traffic.
- Set up Cobli's entire analytics and lead-to-CRM ecosystems for both website and blog, using tools such as Google Tag Manager, Google Analytics 4, Microsoft Clarity and HubSpot.
- Assisted our SEO Analyst with technical improvements, allowing us to reach first page and even first position in multiple key search terms in our target market.
- Refactored the entire website in 2023 using Next.js, not only improving scaleability but also reducing our load times by 23%.
- Implemented numerous A/B tests using Google Optimize, notably increasing our conversions by 27% due to one of them (a home page overhaul).
- · Led weekly cross-team meetings to improve collaboration and disseminate knowledge among Cobli's frontend engineers.



### Alura — Junior Front-end Software Engineer

(Mar 2018 - Oct 2018)

- Refactored Alura's entire home page, improving loading times by 11%.
- Provided lectures to junior developers and interns about front-end topics such as specificity and element layering.
- Continued to execute my previous tasks as an intern.



(Aug 2017 - Mar 2018)

- Provided support to our users by answering technical questions in our forums.
- Fixed straightforward bugs reported by both users and employees.
- Created and updated web pages, sections, and components in Alura's website and courses platform.

# **Education**

Bachelor's Degree in Computer Science
University of São Paulo, São Paulo, 2018

Cambridge English: Advanced (CAE) − CEFR level C1

Cambridge Assessment English, 2011

## **Articles**

- Refactoring Cobli's Website to NextJS
- A Glimpse at Cobli's Website and Blog's Ecosystem