

Luiz Paulo de Castro Oliveira

Design Engineer, Web and Product

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SUMMARY

10+ years building **web applications, internal platforms, and high-converting digital experiences**. I bridge design and engineering, turning complex requirements into intuitive, polished products with a strong focus on usability, interaction design, and visual detail. I work across the full product lifecycle, from discovery and UX to implementation and delivery, and take ownership of problems from idea to shipped. I move fast without waiting to be told how, learn new tools quickly, and make pragmatic decisions, working closely with design, engineering, and stakeholders to get the details right. With a background spanning product development and marketing, I balance **user experience, technical execution, and business impact**, so what I build is not only well made but effective.

SKILLS

Frontend & Design TypeScript across the React ecosystem (React, Next.js, Expo) and beyond it (Svelte, Vue), Tailwind, deep with Radix, Base UI, and the shadcn ecosystem, design systems, web components, motion, strong UX focus

Backend Node.js, Hono, Python, REST APIs, Postgres and Drizzle, auth, third party integrations

AI Daily work with coding agents and agentic workflows to build, debug, and review code, and I build agents myself with agentic toolkits and SDKs: tool calling, orchestration, and structured outputs

Growth Organic and paid growth, market research, personas, funnels and SEO, Google and Meta Ads, CRM and analytics (HubSpot, RD Station, GA)

Blockchain Cardano and EVM integrations: wallets, on and off chain data, custom indexers

EXPERIENCE

Software Engineer at [zenGate Global](#)

Oct 2024 to now · Remote

- Built a **staking platform**, from the interface through the on chain flows.
- Built an **internal documentation platform** with auth and versioning.
- Co-built an **EVM indexer** to pull and serve chain data fast.
- Shipped end to end products for **Cardano Catalyst grants**, including **Trace It**, a traceability platform for real world assets.
- Built clean, fast interfaces and a shared **design system and component library** used across products.

Marketing and Product Development at [Independent](#)

Apr 2014 to Jun 2023 · Brazil

- Built **web applications, internal platforms, landing pages, and CRM systems** for clients across health, tourism, and other industries.
- Owned each project end to end, from UX and design through implementation and delivery.
- Managed over **R\$1M in ad budget** on Google and Meta, tied to real revenue growth.
- Ran organic and paid growth: market research, personas, SEO, and campaign optimization.

Lead Full-Stack Engineer at [Hope Odontologia](#)

Oct 2018 to May 2019 · São Paulo

- Built an **internal CRM** linked to patient and dentist data, with email, WhatsApp, and landing page workflows.
- Set up a clear structure for inbound marketing and lead management, growing patient acquisition and conversion.

Marketing Manager at [Miglioranza Odontologia](#)

Jun 2017 to Jul 2018 · Campinas

- Built the marketing framework and **grew the sales pipeline** with paid media and close work with sales.

OPEN SOURCE

Petit

[petit.ephem.sh](#)

Local-first docs platform. Turns markdown into a fast static site with search, SEO, and themes. Built with Vite, TanStack Start, React, and Orama.

Debugger

[debugger.ephem.sh](#)

Dev-only tool that lets AI coding agents debug a running app. Captures server and browser data and serves it through a CLI. Works across Node, Go, Python, and Rust.

EDUCATION

Executive MBA, Marketing , Descomplica

2020 to 2021

Bachelor's Degree, Dentistry , UNORTE

2012 to 2017