

## Contact

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(Portfolio)

## Top Skills

Next.js  
TypeScript  
WordPress

# Paulo Reducino

Mid Front-End Engineer | React & Next.js | Performance, Technical SEO and UX | TypeScript  
São Luís, Maranhão, Brazil

## Summary

I'm a Frontend Developer with 5+ years of experience building modern, fast, and accessible user interfaces, with a strong focus on performance, technical SEO, and user experience.

I work mostly with React, Next.js, TypeScript, and Tailwind CSS in production environments, delivering SPAs, marketing websites, and conversion-focused landing pages based on real business metrics.

Hands-on experience with:

- Performance optimization (Core Web Vitals, Lighthouse, PageSpeed)
- Technical SEO (indexing, rendering, metrics, and crawling)
- REST/GraphQL API integrations
- Modern architectures, CI/CD, and deployments with Vercel and Docker
- Monitoring and analytics with GA4, GTM, and Semrush

Recent results across projects:

- Average 30–40% improvement in load time
- Increased organic traffic and user retention
- Continuous improvements in accessibility (WCAG) and technical metrics

Main stack:

React, Next.js, TypeScript, Tailwind CSS, TanStack Query, React Hook Form + Zod, GA4, GTM, Docker, Vercel, AWS.

Portfolio:

<https://dev-paulo-reducino.vercel.app>

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## Experience

## Vizuh

### Front-End Engineer

October 2025 - Present (6 months)

London e Região

At Vizuh, I work on the development and maintenance of institutional websites and landing pages for different industries, with a strong focus on performance, accessibility, and technical SEO. I'm responsible for diagnosing and fixing issues on existing websites, improving performance, and applying optimization best practices to ensure a great experience across devices.

I work daily with WordPress (Elementor and Gutenberg) and advanced analysis tools like Semrush to produce detailed SEO and performance reports, find opportunities for organic growth, and solve issues like indexing problems, broken links, duplicate meta tags, and slow load times.

I also handle:

- Integrations with Google Analytics (GA4), Google Tag Manager, and Consent Mode
- Setup and optimization of SEO, reviews, and newsletter plugins
- Creation and customization of blog pages and dynamic CMS content
- Building modern, responsive interfaces based on UX/UI best practices
- Technical support across full projects, from design to final deployment

Direct results include improved overall site performance, higher Lighthouse scores, and better organic

## SurtoCriativo | OficinaCriativa

### Mid Front-End Developer

August 2025 - Present (8 months)

São Luís, Maranhão, Brasil

Worked on building SPAs and optimized websites using React and Next.js, focusing on performance, technical SEO, accessibility, and scalable UI for different industries.

Key deliveries and results:

- Built SPA applications with React, Vite, and TypeScript, ensuring high performance and a scalable architecture.
- Created responsive and accessible interfaces with Tailwind CSS, keeping a consistent experience across devices.

- Integrated REST APIs and WordPress using TanStack Query, reducing load time by up to 35% through request caching.
- Implemented forms with React Hook Form + Zod, improving reliability and reducing validation errors.
- Tracked SEO, performance, and accessibility with Google Lighthouse, maintaining 90+ scores in production across multiple projects.
- Managed continuous deployments and versioning with Vercel, enabling fast releases, safe rollbacks, and stable production environments.

## Photo

### Mid Front-End Developer

December 2022 - July 2025 (2 years 8 months)

São Paulo, São Paulo, Brasil

Worked as a Mid-level Frontend Developer, owning the marketing team's UI delivery with a strong focus on conversion, performance, and high-scale campaign execution.

#### Key achievements:

- Refactored the website homepage with full fidelity to the Figma design, improving visual hierarchy and overall UX.
- Rebuilt photo book product pages, improving the purchase flow and supporting growth in both organic and paid sales.
- Managed frequent seasonal updates (Mother's Day, Black Friday, Christmas, etc.), updating banners and assets quickly while staying aligned with the design team.
- Built and optimized landing pages for new and existing products, increasing ad campaign CTR by 25%+.
- Applied performance improvements (lazy loading, preloading, caching, Tailwind optimizations), reducing load time by ~30% on key pages.
- Delivered scalable, consistent components using Next.js, TypeScript, Tailwind CSS, AWS, and API integrations.
- Kept Lighthouse scores 90+ in production by following accessibility, technical SEO best practices, and supporting A/B tests.

## SurtoCriativo | OficinaCriativa

### Front-End Developer

March 2020 - November 2022 (2 years 9 months)

São Paulo, São Paulo, Brasil

Created institutional websites, landing pages, and professional portfolios for different industries (marketing, healthcare, law firms, and small businesses).

Focused on modern, responsive interfaces optimized for SEO and performance using Next.js, React, TypeScript, and Tailwind CSS.

Key achievements:

- Built complete institutional sites and landing pages end-to-end (from Figma to production), with strong visual accuracy.
- Improved page load time by up to 40%, helping increase conversions and search rankings.
- Applied accessibility standards (WCAG) to make projects more inclusive and user-friendly.
- Delivered landing pages for digital campaigns that increased lead generation for clients.

Main stack: Next.js, React, TypeScript, Tailwind CSS, WordPress/Elementor.

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## Education

### Estácio

Curso Superior de Tecnologia (CST), Análise e desenvolvimento de sistemas · (February 2020 - August 2022)