

CONTACTS

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ARCHITECTURE SKILLS

- Microservices Design
- Distributed systems
- Event-Driven Architecture
- Scalability
- Maintainability
- Performance Optimization
- Security Architecture
- Reliability Engineering

LEADERSHIP AND MANAGEMENT SKILLS

- Team Leadership
- Mentorship and Coaching
- Strategic Planning
- Change Management
- Innovation Management
- Problem Solving
- Communication
- Project and Product Management
- OKR definition
- Agile and Scrum Methodologies
- Lean Methodologies
- Security and Compliance
- Team velocity Optimization

TECHNICAL SKILLS

- Programming Languages (JavaScript, TypeScript, C#)
- Front-End Development (React, nextjs)
- Back-End Development (Node.js, nestjs, express, koa, C#)
- Event-Driven system development (Kafka, SNS, SQS, Event-bus)
- Database Management (Postgres, SQL Server, NoSQL, DynamoDB)
- Cloud Platforms (AWS, Azure, Google Cloud)
- Infrastructure as Code (Terraform)
- Mobile App Development (React Native)
- CI/CD Tools (Travis, GithubActions, CircleCI)
- Security Technologies
- GraphQL/Rest
- Robust test Automation
- Observability and Monitoring (splunk, cloudwatch)
- Log Analysis
- System Performance Optimization

DIOGO CUNHA

TECHNOLOGY DIRECTOR

I'm an accomplished engineering leader known for driving transformative change, building high-performing teams, and fostering innovation. My expertise lies in architecting and leading pivotal initiatives that propel organisations to new heights. If you're seeking a dynamic leader to drive change, boost efficiency, and inspire innovation, let's explore how I can make a significant impact for your team.

WORK EXPERIENCE

THREADS STYLING

Technical Director

Aug 2023 - Present - Remote

- Led team restructuring initiative that introduced substantial cost savings without compromising our ambitious roadmap delivery for the next year.
- Developed a forward-looking roadmap for the upcoming year, introducing a strategic pivot towards increased automation in our day-to-day operations, which promises to enhance efficiency and effectiveness and drive the business to profitability.
- Became a crucial member of the executive team, contributing by proposing new directions and strategies for business growth. I have also been actively involved in budget negotiations and presented monetization opportunities to both the executive team and external organisations and accelerators.
- Led the successful implementation of critical initiatives together with the parent company, including a comprehensive rebuild of our e-commerce website and the introduction of a data warehouse system to enhance the data team's effectiveness.
- Made a substantial impact on the data team by reducing headcount without affecting project deliveries and automating and improving the accuracy of their reporting processes.

Most developed skills: Strategic leadership · Team Leadership · Technology roadmapping · Financial Acumen · Change management

Engineering Manager

May 2022 - Aug 2023 - Remote

- Pioneered the concept and creation of a new engineering hub in Porto, Portugal. Conducted in-depth research, developed comprehensive budgets, proposed team structures, and presented the initiative to an executive sponsor. Personally led the successful implementation of this project, delivering clear business benefits in terms of cost and efficiency. The Porto team's exceptional performance made it the highest-performing in just 6 months and laid the foundation for the entire engineering organisation to move to this location years later.
- Managed managers and transitioned to a more strategic role, focusing on critical aspects of the system and fostering high retention and motivation within teams through the introduction of personal OKRs, resulting in over 90% retention on direct teams.
- Spearheaded the architectural transition to a pure event-driven microservices architecture driven by Kafka. Established foundational frameworks and guidelines, paving the way for enhanced scalability, maintainability, and future system growth.
- This architectural shift enabled swift delivery on multiple key initiatives, including seamless Shopify integration of our internal catalogue, the implementation of push notifications, and the automation of order confirmation emails.
- Led experiments for new business streams, conducting quick customer engagement and tracking experiments to inform strategic decisions.
- Directly led the self-checkout offering for affiliate shoppers, a product that generated close to 500K in revenue and laid the groundwork for future fully automated self-serve offerings.
- Made significant contributions to career paths within the product department, offering valuable insights to inform team development and hiring strategies.

- Indirectly led the development of a native iOS app designed to tackle product sourcing challenges, driving innovation within the organisation and increasing sales opportunities

Most developed skills: Distributed Systems · Engineering Leadership · Engineering Management · Apache Kafka · Microservices

Technical Lead

May 2020 - Aug 2022 - Remote

- Promoted to a technical leadership role during Threads' transition to a squad-based structure.
- Accumulated product management duties for the first 6 months playing a vital role in reshaping the department's direction.
- Led interview process enhancements, successfully hiring +10 team members, fostering inclusivity and fairness
- Spearheaded a vital "buy vs. build" analysis for inventory management, presenting findings to the executive team.
- Achieved MVP in just 4 weeks for the inventory management product, resulting in a remarkable 3x revenue increase and a 4x expansion of listed products within the initial 3 months.
- Acted as a mentor and line manager to 3 engineers, focusing on their growth and aligning goals with company objectives.
- Collaborate cross-functionally, enabling critical projects across the organisation and ensuring their successful implementation.
- Safeguarded the company and clients during the pandemic by leading the integration of fraud detection systems for high-value payments.
- Achieved a remarkable 95% reduction in shipping and duties cost leakage, leading to substantial savings, crucial for a rapidly scaling business focused on operational efficiency.
- Recognized the importance of monitoring and reliable testing practices in a decentralised and asynchronous technology landscape. Implemented frameworks and practices that became the department's standard, ensuring the highest degrees of confidence in our releases, empowering a remarkable 99.9% uptime for the next 3 years, and enabling the team to achieve a daily release cadence with no blockers.

Most developed skills: Coaching · Hands-on Technical Leadership · Technical Staff Management · Product Management · Cross-functional Team Leadership

Senior Software Engineer

Jun 2018 - May 2020 - London, United Kingdom

- Joined Threads during a crucial phase in the rebuilding of the technology department for this fast-growing luxury fashion personal shopping and commerce business.
- Became a foundation of the development team that charted the technological path forward, shaping the company's direction for years to come.
- Played a pivotal role in the interview process, contributing to the strategic hiring of key team members.
- Contributed to critical decisions in the development process, including the selection of technology stack (TypeScript, React, Node, GraphQL, React Native, Terraform, and Postgres), defining best practices, and devising strategies for continuous delivery and continuous integration.
- Achieved a remarkable milestone in the first month by releasing an internal catalogue of social content, which led to a remarkable 3x increase in sales during this period.
- For over a year, served as a core contributor to the development of a real-time collaboration, video, and image editing CMS, gaining extensive experience in the AWS ecosystem, infrastructure, microservices, GraphQL, and NodeJS.
- Gained valuable experience in leveraging the latest technologies for scaling, including Lambda functions for video processing, which resulted in a remarkable 10x improvement in rendering times.
- Led the development of Threads' brands and suppliers' catalogue project, successfully delivering it within a tight timeframe of just 2 months. This product became the foundation for our scale up phase enabling +70% reduction in time spent admining supplier purchases and sales.

Most developed skills: Software Infrastructure · CI/CD · Amazon Web Services (AWS) · Software Design · Node.js · GraphQL

STRATA MARKETING (COMCAST)

Technical Lead

May 2017 - Jun 2018 - London, United Kingdom

- Transitioned to a dynamic team within Strata Marketing focusing on the TV industry, tackling various new and exciting challenges.
- Recognized for previous key contributions and promoted to a technical leadership role during the transition.

- Mentored and led the development team's front-end initiatives while actively contributing to the technical and functional design of the product.
- Line managed 3 engineers
- Lead a team of 7 to successfully deliver a new rate engine and forecast module for TV advertisements, pioneering Strata Marketing's entry into the TV ad space, a market with a significant market cap of 200+B. This innovation solidified Strata Marketing's presence in omnichannel ad planning.
- Identified lack of coaching and knowledge-sharing within the team, leading to the initiation of coaching programs such as tech talks, coaching sessions, guidelines for core development processes and tooling, and promoting pair programming sessions between junior and senior team members.
- Played a pivotal role in the team's recruiting process, defining methodologies for recruiting new engineers and interviewing candidates
- Deepened expertise in JavaScript, React, and TypeScript, taking knowledge to the next level.

Most developed skills: Hands-on Technical Leadership · Technical Staff Management · Technology Leadership · React.js · TypeScript

Senior Software Engineer

Jan 2016 - May 2017 - London, United Kingdom

- Worked as a senior developer within a collaborative team of 7 members, contributing to the company's mission to enhance efficiency, accuracy, and insight in media planning and buying for advertisers.
- Played a key role in the successful migration from a legacy, "spreadsheet-like" grid to a faster and more reliable React-based grid, significantly enhancing performance and reliability.
- Contributed substantially and managed the community for the company's React-based grid, which became one of the most popular npm packages for rendering tabular data (project available at <https://github.com/adazzle/react-data-grid>).
- Achieved mastery in React and JavaScript, attaining a high level of proficiency.
- Mentored other team members, fostering their professional growth and development.

Most developed skills: Mentoring · React.js · JavaScript · TypeScript · Open source management

WAVEFORM

Junior Software Engineer

Dec 2014 - Dec 2015 - Braga, Portugal

- Played a pivotal role as a backend developer in an agile environment, working with .NET, C#, Web API, WCF, and SQL Server.
- Demonstrated expertise in cloud-based solutions by successfully leading the migration of a critical application from on-premises infrastructure to Microsoft Azure.
- Implemented horizontal scaling of a database through sharding, significantly improving system performance and resilience.
- Orchestrated the planning, execution, and successful delivery of a complex double-sync solution, enhancing compatibility with multiple ERPs and enabling offline support for our applications.
- Achieved and maintained exceptional product stability, with the highest levels of uptime even in an environment that lacked established engineering practices like code reviews.

Most developed skills: Cloud Computing · .NET Framework · C# · System Architecture · SQL



University of Minho

Computer Science

2009- 2015

Braga, Portugal

- Computer science foundation
- Objective oriented/Functional/Imperative programming
- Distributed systems
- Database management foundations



- 🇵🇹 Portuguese (native)
- 🇬🇧 English (fluent)