

# William Kennedy

Front-end / Fullstack developer | AWS | CloudFlare | Node.js | JavaScript

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## PROFESSIONAL SUMMARY

Front-end developer with over 15 years of experience in web development, specializing in building scalable and responsive interfaces. Strong background in JavaScript, AngularJS, Node.js, HTML5, and CSS3, with proven expertise in managing cloud infrastructure (AWS EC2, MongoDB Atlas, Cloudflare). Adept at leading small teams, mentoring developers, and supporting client integrations. Fast learner with a solid foundation in SEO, web performance, and UX best practices, currently enhancing skills in modern frameworks such as React.

## EXPERIENCE

### RoutEasy, São Paulo — Fullstack Developer & DevOps

SEP 2015 - OCT 2024

At RoutEasy, I contributed to the development and evolution of a largescale logistics routing platform used by major clients such as Mercado Livre, Shopee, DHL, Magazine Luiza, and Grupo Pão de Açúcar. I was responsible for building and maintaining the platform's core systems using JavaScript, AngularJS (1.5.x), Node.js, MongoDB, and AWS, ensuring scalability, stability, and seamless integrations with third-party APIs.

I also managed AWS EC2 infrastructure (70+ servers) and MongoDB Atlas clusters (50+ databases), performing continuous backups and applying best practices in performance, reliability, and data security. Additionally, I led small development teams, conducted interviews, and collaborated directly with clients to integrate their systems with RoutEasy's API.

#### Key achievements:

- ★ Improved platform performance and scalability, reducing downtime and optimizing API response times.
- ★ Streamlined integrations with major enterprise clients, enhancing delivery tracking and operational visibility.
- ★ Supported the company's growth by maintaining cloud infrastructure and leading technical improvements in CI/CD and DevOps workflows.

### Yotta Seven, São Paulo — Co-Founder

DEC 2010 - DEC 2016

Founded and managed a small digital development agency focused on building modern websites and online tools for local businesses.

Led client projects end-to-end — from UI design to deployment — using

## SKILLS

### Front-End Development

JavaScript ES5/ES6  
AngularJS 1.5.x  
HTML5  
CSS3  
SASS  
Responsive Design  
UI / UX  
React/Redux/Tailwind CSS (\*)  
Task Runners / Grunt / Gulp  
Mocha

### Back-End & Databases

Node.js  
Express.js  
MongoDB / MongoDB Atlas  
NGINX  
Apache  
PHP / Laravel  
MySQL

### Version Control & Collaboration

GIT  
GitHub / GitLab / BitBucket  
Mercurial  
SVN

### Cloud & Infrastructure

Amazon Web Services  
Linux / Debian / Ubuntu  
CloudFlare Configuration  
Domain Management  
Hosting

### Security & Performance

OWASP Security Standards  
SEO Principles & Optimizations  
Search Engine Marketing  
Github Actions

JavaScript, PHP, MySQL, HTML5, CSS3, and WordPress.

Developed "500 Melhores" a web platform listing the top 500 local businesses in multiple cities, enhancing online visibility for regional brands.

### **Safari.to, São Paulo — Frontend Engineer**

MAY 2014 - SET 2014

Developed responsive websites and single-page applications (SPAs) using HTML5, CSS3, SASS, jQuery, and JavaScript.

Integrated social media APIs (Instagram, Twitter, and Facebook) and contributed to modern, visually engaging web interfaces.

### **SDR Produções Artísticas, São Paulo — Web Developer**

MAR 2013 - OUT 2013

Developed a social networking platform for multi-level marketing companies, using HTML5, CSS3, PHP, Laravel, MongoDB, JavaScript, jQuery, and Backbone.js. Focused on responsive design and cross-browser compatibility, ensuring a consistent user experience across devices.

### **HL4 Ambiental, São Paulo — Web Developer**

JAN 2011 - MAR 2013

Developed and maintained the company's website and event pages, including EcoFair (Environmental Management & Sustainability Expo) and ExProtege (Workplace Safety Expo).

Managed the company's social media presence and created visual assets for event openings and advertising campaigns using Adobe Photoshop, Illustrator, and CorelDRAW. Utilized PHP, MySQL, HTML5, CSS3, jQuery, JavaScript, and WordPress to build responsive and content-driven websites.

### **Editora Nova Brasil, São Paulo — SEO Analyst & Web Designer**

JAN 2009 - DEC 2010

Managed SEO strategies and social media campaign performance, optimizing online visibility for the company's publishing projects. Designed flyers, Flash banners, and website enhancements, ensuring alignment between design and digital marketing goals. Created advertising materials for printed phone directories and handled layout design and typesetting for multiple publication editions.

### **Inove Publicações e Participações, São Paulo — Web Designer**

JUN 2007 - DEC 2008

Designed and developed the company's website, visual identity, and marketing materials, including banners, flyers, and magazine covers. Worked with Adobe Photoshop, Illustrator, InDesign and Dreamweaver, combining creativity with technical implementation.

### **Project Management & Methodology**

JIRA

Agile Methodology

### **Content Management Systems**

WordPress

### **GFX & Design**

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Figma

### **LANGUAGES**

Portuguese - Native

English - Proficient

Spanish - Intermediate

Italian - Basic

### **CERTIFICATIONS**

**Professional Ethical Hacking with Kali Linux**  
— *ongoing*

**Lean Startup, Alura — 2011**

**SEO Certification, Agência Mestre — 2010**

### **EDUCATION**

**Impacta Tecnologia, São Paulo — 2010-2012**

Systems Analysis and Development

"A mind, once stretched by a new idea, never returns to its original dimensions"