

# WESLEY LUIZ CARVALHO

## FRONT-END / WEB DEVELOPER

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## PROFESSIONAL SUMMARY

Front-End Developer with a Computer Science degree and a solid track record in the financial sector, building and evolving institutional portals via CMS, running digital experimentation, and driving data-driven performance optimization in large-scale digital operations (Santander Brazil). Contributed to dozens of experiments and personalizations with a strong success rate, including initiatives that delivered significant gains in conversion and engagement across financial products and partner portals. Works directly with design, product, and business teams, combining technical depth with strategic vision for continuous improvement of the user experience.

## PROFESSIONAL EXPERIENCE

### Front-End Developer / CRO

Mar 2024 – Apr 2026

*Math Group — Assigned to Santander Financeira | São Paulo, Brazil*

- Planned and implemented more than 60 digital experiments and personalizations using Oracle Maxymiser and Adobe Target, reaching a success rate close to 64%.
- Strategic CTA repositioning on an insurance product, resulting in a nearly 48% increase in the conversion rate.
- Optimized the vehicle financing journey, increasing by about 5% the number of users who advance to the offer.
- Implemented the winning variant on the partner portal, boosting coupon usage by more than 84%, plus a new installment component that delivered a 30% conversion gain.
- Delivered high-impact seasonal campaigns (Formula 1, Black Feirão), highlighted by a 29% conversion increase during the F1 campaign.
- Refactored legacy pages, raising Google Lighthouse scores above 90 in performance, SEO, and accessibility.
- Implemented tags and personalizations via Google Tag Manager, with data analysis in GA4 and behavioral research via Hotjar.

**Technologies:** HTML, CSS, JavaScript, Adobe Target, Oracle Maxymiser, Google Tag Manager, GA4, Hotjar, Google Lighthouse.

### Front-End Developer

Sep 2021 – Mar 2024

*Math Group — Assigned to Santander Brazil, Digital Business | São Paulo, Brazil*

- Developed campaign pages, web stories, and new layouts for the Santander Brazil homepage, including the Blog Dark Mode, the Santander Select page, and the Divide o Pix page.
- Built responsive, cross-browser compatible interfaces with HTML, CSS, JavaScript, Bootstrap, and React.
- Continuous performance, accessibility, and SEO optimizations, improving loading efficiency and organic visibility of pages.
- Implemented tags and custom events via Google Tag Manager to monitor KPIs and conversions.
- Worked in an agile Scrum squad, managing deliveries in Azure DevOps and version control via GitHub and GitLab.

**Technologies:** HTML, CSS, JavaScript, React, Bootstrap, Google AMP, Oracle CMS, Firebase, Google Tag Manager, GitHub, GitLab, Azure DevOps.

### Support Analyst

Jan 2021 – Sep 2021

*Math Group — Assigned to Santander Brazil | São Paulo, Brazil*

- Updated and swapped campaigns on the Santander Brazil institutional website and mobile app, following technical specifications for images, formats, and copy.
- Published and managed content via Oracle CMS, ensuring technical compliance and visual consistency across pages.
- Ensured quality and consistency of digital campaigns across all channels, within established deadlines.

**Technologies:** Oracle CMS, HTML, CSS.

Itaú Unibanco | São Paulo, Brazil

- Technical support for corporate intranet portal users and web page development with HTML, CSS, and PHP back-end.
- Queried and manipulated data in SQL Server, and analyzed and handled tickets through the Maximo (IBM) system.
- Took part in process improvement projects using Kaizen and Six Sigma methodologies, within an agile Scrum squad using JIRA.

TECHNICAL SKILLS

|                               |                                                                                                             |
|-------------------------------|-------------------------------------------------------------------------------------------------------------|
| Web Development & UI          | HTML5, CSS3, JavaScript (ES6+), TypeScript, React, Bootstrap, Google AMP, PHP, Mobile-First, Design Systems |
| CMS & Content Management      | Oracle CMS, Adobe CMS, Page Creation/Editing/Publishing, WordPress Basics                                   |
| SEO & Quality (QA)            | Technical On-Page SEO, Indexability, Digital Accessibility (WCAG 2.1), Cross-Browser Testing                |
| Performance & Experimentation | Google Lighthouse, A/B Testing, Adobe Target, Oracle Maxymiser, CRO, Journey Personalization                |
| DevOps & Version Control      | Git, GitHub, GitLab, Azure DevOps, Jira, Continuous Integration (CI)                                        |
| Analytics, Data & Processes   | Google Tag Manager (GTM), GA4, Hotjar, SQL Server, Scrum, Kanban                                            |
| Design & Emerging Tools       | Figma, Cloud (Azure, AWS), AI Applied to Development (Claude, ChatGPT, GitHub Copilot)                      |

EDUCATION

Bachelor's Degree in Computer Science

Universidade Paulista (UNIP) — 2016 – 2021 | São Paulo, Brazil

CERTIFICATIONS

- Microsoft Certified: Azure Fundamentals (AZ-900) — Microsoft, 2026
- Microsoft Certified: Azure AI Fundamentals (AI-900) — Microsoft, 2026
- Scrum Foundation Professional Certificate (SFPC) — CertiProf, 2023
- Google Analytics 4 Certification — Google Skillshop

LANGUAGES

Portuguese: Native

English: Basic-Intermediate

Actively focused on reading technical documentation, writing professional code and commit messages, and developing conversational skills.