Diego Maeoka

Senior Front End Engineer with over 10 years of experience building scalable, accessible, and performant web applications across fintech, enterprise, and eCommerce. Expert in React, TypeScript, and modern architecture patterns. Proven track record leading teams, optimising front-end performance, and collaborating across product, design, and engineering to deliver impactful customer experiences. Passionate about clean code, CI/CD automation, accessibility, and continuous improvement.

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EXPERIENCE

Infomentum, London/UK — *Senior Front-end Developer*

OCT 2017 - PRESENT

- Led front-end development for high-profile digital projects, mentoring a team of 3 developers and driving consistent delivery across multiple engagements.
- Architected and developed scalable web applications using React.js and TypeScript, integrating with RESTful APIs and Salesforce backend.
- Built robust and accessible user interfaces following WCAG guidelines, improving accessibility score by 90%.
- Established best practices for component reuse, lazy loading, performance optimisation, and state management.
- Collaborated with UX/UI teams to implement pixel-perfect interfaces, ensuring excellent user experiences.
- Integrated CI/CD pipelines using GitHub Actions and Jenkins, enabling faster and more reliable deployments.
- Implemented SEO enhancements and performance improvements, increasing organic traffic by 50%.
- Designed and developed Lightning Web Components (LWC) and migrated legacy Salesforce pages, reducing load times by 70%. Championed secure coding practices, adhering to modern web security standards.
- Actively participated in sprint planning, retrospectives, and cross-functional design discussions.

IT7, Curitiba/BR — *Front-end Developer*

APR 2013 - SEP 2017

- Developed responsive, accessible web applications using JavaScript, HTML, CSS, and component-based architecture.
- Built reusable front-end libraries, collaborated with backend engineers, and integrated third-party APIs.
- Advocated for and implemented cross-browser testing and performance tuning best practices.
- Led UI development for Oracle Sites applications and improved development workflows through better tooling and version control.

CORE SKILLS

API · TypeScript · WordPress · PHP (Programming Language) · Software Development · Docker (Software) · Software Development Life Cycle (SDLC) · RESTful APIs · Amazon S3 · Web Development · JavaScript · MySQL · PostgreSQL · CSS · PostCSS · SCSS · MongoDB · UX/UI · Java · Shopify · HTML5 · Git · Node.js · Agile Methodology · React.js · Next.js · Vue.js · Nuxt.js · GraphQL · Python (Programming Language) · Leadership · Customer Relationship Management (CRM) Development · Incident Management · Data Migrations · Collaboration · Cypress.Io · Playwright · Regular Expression · Mentoring

LANGUAGES

English – Advanced
Portuguese – Native
Japanese – Classroom Level

Legulas, Curitiba/BR — *Front-end Developer*

APR 2009 - MAR 2013

- Designed and developed web interfaces with a strong focus on UX and responsive design.
- Collaborated closely with back-end developers and designers to deliver seamless user experiences.

EDUCATION

UTFPR, Bachelor's in Graphic Design

2004 - 2009

UTFPR — Federal University of Technology, Paraná, Brazil

CERTIFICATIONS

- Salesforce Developer Certification
- Salesforce Certified Administrator (SCA)
- Salesforce Certified JavaScript Developer I
- Salesforce Experience Cloud Consultant
- Magnolia Certified Front-end Developer
- React: Components
- React: Manage state globally with Context API
- React: Router
- React: developing with JavaScript
- Cypress
- Java
- Serverless
- Rest and NodeJS: Building APIs with Express and MySQL
- Vue.js
- Vue.js Part 1: building Single Page Applications
- Vue.js Part 2: building Single Page Applications
- Shopify
- ADVANCED JAVASCRIPT I: ES6, GUIDANCE ON PROJECT OBJECTS AND STANDARDS
- ADVANCED JAVASCRIPT II: ES6, GUIDANCE ON PROJECT OBJECTS AND STANDARDS
- ADVANCED JAVASCRIPT III: ES6, GUIDANCE ON PROJECT OBJECTS AND STANDARDS
- HTTP: UNDERSTANDING WEB BEHIND THE SCENES
- GULP: FRONTEND AUTOMATION
- REGEX
- TYPESCRIPT PROGRAMMER
- WEBPACK: MANIPULANDO MÓDULOS NA SUA WEBAPP
- REACT PROGRAMMER
- REGULAR EXPRESSION
- GIT: CONTROL AND SHARE YOUR CODE

- DOCKER

BAE SYSTEMS — *https://www.baesystems.com/*

As the Lead Front End Developer, I spearheaded the delivery of a modern, scalable web solution for BAE Systems. The project was built using Magnolia CMS integrated with TypeScript and Alpine.js to deliver a dynamic and maintainable user interface. I also laid the foundation for a future headless architecture by implementing Nuxt.js, enabling a seamless transition toward a fully decoupled front end.

- Led front-end architecture and implementation, collaborating closely with back-end and content teams.
- Developed modular components and templates within Magnolia CMS, ensuring content editors had full flexibility and control.
- Integrated TypeScript and Alpine.js to provide interactive, maintainable UI components with improved developer tooling and runtime efficiency.
- Introduced and configured Nuxt.js to support future headless use cases, optimizing performance and routing for a modern frontend stack.
- Ensured code quality, performance, and accessibility across all key user flows.

MOTABILITY — *https://www.motability.co.uk/*

At Motability, I was responsible for the development and maintenance of the front-end platform, playing a key role in enhancing user experience and implementing new functionalities across the site. I also led the development and ongoing support of the company's WordPress blog, ensuring seamless integration, performance, and content flexibility for internal stakeholders.

- Developed and deployed new front-end features, ensuring responsiveness, accessibility, and performance across devices.
- Collaborated with designers and backend teams to translate requirements into clean, modular, and scalable code.
- Maintained and enhanced the WordPress blog, including theme customization, plugin management, and performance tuning.
- Ensured brand consistency and UX quality across all web touchpoints.
- Actively participated in sprint planning, bug triaging, and release cycles within an Agile environment.

KING'S TRUST — *https://www.kingstrust.org.uk/*

At The King's Trust, I was responsible for the development and enhancement of the organisation's front-end experience. My work focused on implementing new features using JavaScript, improving performance, and ensuring that the codebase followed modern best practices.

- Delivered new user-facing functionality across key site areas, aligned with accessibility and usability standards.

- Refactored existing code to improve maintainability, performance, and readability.
- Applied front-end best practices including modular JavaScript patterns, semantic HTML, and maintainable CSS architecture.
- Collaborated with stakeholders to gather requirements and translate them into technical solutions that supported the organisation's mission.
- Ensured responsive design and consistent cross-browser functionality.

ACRO — *https://www.acro.police.uk/s/*

At ACRO, I was responsible for setting up the organisation's Salesforce CRM and delivering a complete Digital Experience platform to manage applications efficiently. My role involved designing and implementing the workflow architecture, enhancing customer interaction, and ensuring seamless data flow across departments.

- Led the configuration and deployment of Salesforce CRM to support key operational processes.
- Built and customised Salesforce Experience Cloud to provide a secure, user-friendly digital portal for applicants.
- Developed application workflows and automation rules using Flows, Apex, and Process Builder to streamline submission, review, and approval stages.
- Integrated Salesforce with internal systems and third-party services to ensure data consistency and operational efficiency.
- Collaborated with stakeholders to define business logic and transform manual processes into scalable digital solutions.

JERSEY POLICE — *https://www.jersey.police.je/s/*

At Jersey Police, I led the rollout of a Salesforce CRM solution and built a Digital Experience Cloud portal tailored to the public records request process. This project enabled more efficient handling of applications and enhanced transparency for users.

- Delivered a customised Salesforce CRM system to digitise the records request lifecycle.
- Built a public-facing Experience Cloud portal that allowed applicants to submit and track their requests securely online.
- Automated key business processes using Salesforce Flows and custom Apex logic.
- Ensured integration with Jersey Police's internal systems for secure and accurate data handling.
- Provided training and documentation to support internal teams in adopting the new platform.