Alvaro Vasconcelos

Location: Paraná, Brazil | **LinkedIn:** linkedin.com/in/alvsconcelos | **Github:** @alvsconcelos
E-mail: contact@alvsconcelos.dev | **Website:** alvsconcelos.dev

SUMMARY

Engineering Manager with 12+ years building for the web, working fully remote for Housecall Pro (US) since 2024. Promoted from Senior to Staff to Engineering Manager in under two years; now leading a team of 6 engineers while staying hands-on in architecture and code review. Built the company website's experimentation (A/B testing) platform from scratch and drive AI-native engineering with Cursor, Claude Code and Gemini. Deep expertise in PHP, JavaScript/TypeScript, Node.js, React and WordPress.

EXPERIENCE

Engineering Manager March 2026 - Present
Housecall Pro Remote, US

- Lead a team of 6 engineers responsible for housecallpro.com's web platform, owning technical direction, planning, work design and code review while staying hands-on in architecture.
- Redesigned how the team builds with AI: created the shared rules, reusable agent skills and AI-assisted merge-request and review workflows used day to day with Claude Code and Cursor.
- Lead the initiative to standardize components so AI agents can safely generate and review marketing pages, and to make the site readable and usable by AI agents.
- Created a self-serve landing page platform with isolated preview environments, so marketing can launch campaign pages without engineering in the loop.
- Architected the pricing experience revamp, splitting the work across 5 engineers, and lead the web platform's production resilience initiative.

Staff WordPress Developer June 2025 - March 2026
Housecall Pro Remote, US

- Technical lead for a go-to-market partnership with a Fortune 500 company: designed the partner attribution system from scratch and delivered the referral flows, dynamic pricing and bilingual partner experience.
- Introduced AI-assisted development to the codebase and set the conventions the team built on.
- Designed core platform architecture adopted across the codebase: an async content-loading framework and a new settings data model.
- Led site-wide performance and technical SEO work, including a 30%+ smaller global CSS footprint.
- Built the team's automated testing foundation (1,000+ tests) and made it a CI quality gate.

Senior WordPress Developer September 2024 - June 2025
Housecall Pro Remote, US

- Created the site's A/B testing system from scratch, enabling page-level and multi-page experiments that weren't possible before.
- Rebuilt the deployment pipeline end to end, making deploys 3x faster.
- Led engineering for the homepage, navigation, industry and pricing page relaunches.

Tech Lead (Ecommerce) March 2022 - September 2024
DASA / Genera São Paulo, Brazil

- Led engineering for an internationalized WordPress/WooCommerce e-commerce platform serving 4 Latin American countries.
- Architected and shipped a new, containerized version of the platform (Docker on AWS ECS, Redis): +30% sales and zero downtime on Black Friday.
- Architected and built in-house payment infrastructure for Brazil, Argentina, Uruguay and Chile, with direct Pagar.me, PayU and PayPal integrations, replacing unreliable third-party connectors with a solution that still processes the company's payments today.
- Designed real-time sales analytics dashboards that gave leadership live visibility into revenue across all markets.

Full stack software engineer (Ecommerce) September 2020 - March 2022
Genera / Dasa São Paulo, Brazil

- Built a promotions engine (virtual coupons, progressive discounts) and event-driven microservice integrations (REST + SQS).
- Rebuilt the institutional website as a fully editable platform with React-based Gutenberg blocks: 18% lower bounce rate and 30% more mobile conversions.

Freelancer full stack software engineer April 2019 - September 2020
Workana Remote

- Delivered 250+ projects with top client ratings, reaching #1 in the IT/Programming Brazil ranking; 60+ were custom WordPress plugins and WooCommerce extensions.

Full stack software engineer January 2018 - September 2020
Underbits Pará, Brazil

- Built a stock control PWA (Laravel, Vue.js) for one of the largest fuel distributors in northern Brazil and coordinated WordPress/React websites for clients including newspapers and government organizations.

OPEN SOURCE

- **Cálculo do frete somente com o CEP – WC Brasil**: creator and maintainer of a WooCommerce plugin that lets Brazilian shoppers calculate shipping from just their postal code (CEP). Peaked at 2,000+ active installs; nearly 20,000 downloads.
- **Add Multiple Products to Cart via URL for WooCommerce**: creator and maintainer; extends WooCommerce's native add-to-cart URL so a single link adds multiple products. 200+ active installs, 5-star rating.
- **WordPress**: contributor to the Brazilian Portuguese (pt-BR) translation.
- **Workana**: #1 ranked IT freelancer in Brazil, with 250+ projects delivered.

EDUCATION

System Analysis 2014 - 2018
Instituto Federal do Pará Itaituba, Brazil

- Winner of the regional phase of the International Collegiate Programming Contest (ACM ICPC).
- Volunteered for a social project that listed tourist spots and commercial establishments in the Amazon (Tapajós Integration Region) on a hybrid mobile application and WordPress-based website. The project was crucial in promoting tourism in the region.

SKILLS

- **Leadership:** Engineering Management, Technical Leadership, AI-Assisted Development (Cursor, Claude Code, Gemini)
- **Technologies:** PHP, Node.js, JavaScript/TypeScript, React, WordPress/WooCommerce, Laravel
- **Practices:** A/B Testing & Experimentation, Automated Testing (PHPUnit, Jest), Web Performance, Software Architecture
- **Infrastructure:** CI/CD (GitLab CI), Docker, Kubernetes, AWS

LANGUAGES

- English (C2 / fluent)
- Portuguese (native)

INTERESTS

Open-source software, WordPress, Node.js, musical instruments, conducting workshops, cats.