



CONTACT

Mobile
+5521995207999

Email
rick.cardoso.pro@gmail.com

LinkedIn
www.linkedin.com/in/rickcardoso

Personal
www.rickcardoso.com/

TOP SKILLS

React

React Native

Product Development

LANGUAGES

Portuguese
Native or Bilingual

English
Full Professional

French
Limited Working

Spanish
Professional Working

EDUCATION

Universidade Federal do Rio de Janeiro
Engineer, Electrical Engineering
2007 - 2013

Cursos7
WordPress Development Certification,
Computer Software Engineering
2017 - 2017

freeCodeCamp
Full Stack Web Development
Certification, Computer Software
Engineering
2017 - 2017

Britannia International English
CPE, English
2007 - 2009

Escola Parque
High School
1995 - 2006

Ricardo Cardoso

Product Engineer | Full Stack Engineer | FrontEnd Engineer

Rio de Janeiro, Rio de Janeiro, Brazil · rickcardoso.com

SUMMARY

Product-oriented Software Engineer passionate about understanding client needs and delivering optimal technical solutions. With a background in electrical engineering, experience spans IT, finance, product management, and software development across diverse industries.

Remotely worker and Toptal talent, recognized as within the 3% best developers in the market (according to Toptal). Working fully remote since 2020 and extremely used to remote work, different time zones, online dynamics, teams and everything else.

Adaptable to various environments, from corporate giants (IBM) to nimble startups (Nexar, EarlyDay, Wonderschool), as well as unicorns (Stone Co., Loft).

Enthusiastic about movement, art, gaming, sports, development, and design. ♥

EXPERIENCE

● Character.AI

Product Engineer (via Remotely.works)

June 2025 - Present (1 year 4 months) · New York, United States

Built and shipped product experiences across web and mobile at Character.AI, spanning core chat UI, subscriptions, in-house advertising, virtual currency, Stories, and Trust & Safety.

- Launched and refined subscription conversion journeys: paywalls, upgrade entry points, free-trial placements, monthly-to-annual migration flows, purchase confirmation, onboarding carousels, lifecycle messaging, and contextual upsell experiences.
- Helped deliver c.ai lite experiences, including launch messaging, onboarding, UI branding, ad-supported paywall entry points, and web/mobile feature parity.
- Built and maintained scalable in-house advertising surfaces across responsive web formats and mobile, supporting campaign rotations, creative variants, series-specific promotions, and cross-platform presentation.
- Improved monetization observability by implementing and correcting purchase, subscription, charms, paywall, and content-view analytics instrumentation.
- Owned high-volume UI quality work across web and mobile: resolving visual regressions, responsive-layout issues, currency-formatting consistency, accessibility concerns, performance-adjacent bugs, and release cleanup.
- Contributed extensively to core chat UI and user-experience improvements, alongside work on Stories, virtual currency, creator-facing experiences, and Trust & Safety initiatives.
- Partnered across product, design, and engineering to rapidly ship experiments, validate iteration paths, and retire or clean up unsuccessful variants—maintaining a reliable, polished customer experience.

CERTIFICATIONS

Cambridge ESOL Level 3 in ESOL International

Electrical Engineering License

Electrical Engineer Bachelor Degree

Project Management Professional (PMP)

Cursos PM3

● Wonderschool

Software Engineer (via Remotely.works)

March 2024 - June 2025 (1 year 4 months) · United States · Remote

Worked with React.js + Next.js + TailwindCSS, NodeJS with Nest.js, Rails, Nx monorepo, React Native

Contributed to Wonderschool's mission of making quality early childhood education more accessible. Led the development of scalable web applications, implemented performance enhancements, and worked closely with cross-functional teams to create impactful, user-centered solutions.

- Lead linting patterns and testing/documentation standards using Vitest and Storybook.
- Lead frontend engineering practices and framework choices.
- Developed a customizable onboarding platform to boost user engagement and streamline operations.
- Enhanced the company's design system.
- Created utility libraries for multiple projects.

● EarlyDay

Software Engineer

November 2022 - March 2024 (1 year 5 months) · Brazil · Remote

Worked with React.js + Next.js + TailwindCSS, Rails

- Led front-end development, implementing and documenting scalable code patterns.
- Strengthened testing frameworks with unit, integration, and end-to-end tests.
- Designed a dynamic onboarding tool featuring customizable forms.
- Collaborated closely with UX and Product teams to refine user experiences and streamline MVP definitions.

● Loft

Software Engineer

November 2020 - November 2022 (2 years 1 month) · Rio de Janeiro, Brazil · Remote

- Developed accessible components for the company's design systems.
- Helped build a monorepo design system for multiple brands and tech stacks.
- Standardized code practices for efficiency and scalability.
- Created a unit testing library, react-stub-component, based on the Testing Trophy framework.
- Established documentation guidelines for incident management.
- Spearheaded the migration from Scrum to Kanban, optimizing workflows.

● Nexar Inc.

Software Engineer

October 2021 - April 2022 (7 months) · Rio de Janeiro, Brazil · Remote, through Toptal

- Delivered high-quality, low-maintenance code.
- Worked alongside designers to rapidly deploy new features.
- Engineered an optimized data update strategy leveraging Shopify's API.
- Developed the company's B2B homepage and supporting pages.
- Edited executive headshots using Procreate.

● Stone 3 years

Product Manager

November 2018 - November 2020 (2 years 1 month) · Rio de Janeiro

- Designed and managed an internal fraud investigation platform using Framer and Figma.
- Led a team of 2-6 developers and a product analyst, fostering professional growth.
- Trained new product analysts in Agile methodologies and product management.

- Automated business processes to enhance efficiency and legal compliance.
- Analyzed fraud patterns to identify fraudulent behaviors and actors.

Front End Development Leader

May 2018 - November 2018 (7 months) · Rio de Janeiro, Rio de Janeiro, Brazil

Front end development leader of the Risk department.

Defining the applications layout and UX, defining and development operational metrics of the app, coding in Vue.js. I'm also the department scrum master and participate in the projects' management.

- Designed and launched a new risk investigation web app.
- Managed and guided a front-end team developing a Vue.js application.

Development Analyst

December 2017 - May 2018 (6 months) · Rio de Janeiro, Rio de Janeiro, Brazil

Front End development for a C# authentication application using Razor and Vue.js.

Besides coding, I also took the responsibility of recreating the application design (both layout and logo) and acted as the team's scrum master.

- Rebuilt the internal authentication platform with Framer.

● Daniel Rothier Studio

Front End Freelancer Developer

August 2017 - February 2018 (7 months) · Rio de Janeiro, Rio de Janeiro, Brazil

Projects with HTML5, CSS, Bootstrap, jQuery.

- Translated creative designs into pixel-perfect web applications.
- Developed WordPress themes for long-term client use.
- Debugged and refined stalled projects for client approval.

● IBM 3 years 10 months

Financial Analyst and IT Specialist

April 2014 - March 2017 (3 years) · Rio de Janeiro Area, Brazil

IT support for the whole department, business process improvement and optimization, WSS + Cognos implementation focal point (IT requests), assisting the development and modification of Cognos reports (Cognos Report Studio, SQL), daily counterparty risk (market risk) analysis, bank fee analysis, reviewing contract documentation for bank guarantee issuance after internal clients' requests, user access administrator of company's online banking systems.

Programmer and IT Specialist

June 2013 - April 2014 (11 months) · Rio de Janeiro, Brazil

WSS implementation support, process adaptation, Cetip data analysis for Central Bank report, worksheet automation (VBA), periodic report publication, publication of indexes, Latin America quoting, loan and investment control, database creation and maintenance, creation of desk procedure, online publication in company's communities

● Laboratório de Instrumentação e Fotônica - COPPE/UFRJ

Electrical Engineering Intern

November 2012 - May 2013 (7 months) · Bloco I, Centro de Tecnologia - Cidade Universitária, Rio de Janeiro

DC motor control improvement for solar panels (MATLAB and Simulink), developing equipments' monitoring and control platform (LabView and CodeComposer).

● IBM 2 years 3 months

- Automated financial reports, improving efficiency and reducing errors.
- Upgraded legacy automation tools to align with new business logic.

- Assisted in daily financial operations.

Programmer and IT Specialist

July 2010 - February 2012 (1 year 8 months) · Rio de Janeiro Area, Brazil

Worksheet automation (VBA), periodic report publication, publication of indexes, Latin America quoting, loan and investment control, database creation and maintenance, creation of desk procedure, online publication in company's communities.

Treasury Intern (Programmer and IT Specialist)

December 2009 - June 2010 (7 months) · Rio de Janeiro Area, Brazil

Worksheet automation (VBA), periodic report publication, publication of indexes, Latin America quoting, loan and investment control, database creation and maintenance, creation of desk procedure, online publication in company's communities.

PUBLICATIONS

Evaluation of Transient Stability Indexes in Time Domain

The Golden Question in the AI Era rickcardoso.com

www.rickcardoso.com/blog/posts/the-golden-question-in-the-ai-era

Absolute paths in React.js v17.0.1 and Webpack v4.44.2 [Medium](https://medium.com)

rickcardoso.medium.com/absolute-paths-in-react-js-v17-0-1-and-webpack-v4-44-2-8fbf71b5e152

The Engineer's Postulate and Tests Definition [Medium](https://medium.com)

rickcardoso.medium.com/the-engineers-postulate-and-tests-definition-6898a4c05c95

Why Mock Components in the Testing Trophy? [Medium](https://medium.com)

rickcardoso.medium.com/why-mock-components-in-the-testing-trophy-c484237508f0

react-stub-component (ReactJS library) npmjs.com

www.npmjs.com/package/react-stub-component