

Gabriel Hahn Schaeffer

Senior Software Engineer @ Kake

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github.com/gabriel-hahn | Brazilian | Italian

SUMMARY

I'm a Senior Software Engineer with 10 years of experience building user-focused, high-performance applications, with a strong focus on front-end engineering, architecture, and user experience. My core expertise is in JavaScript/TypeScript, React, and Next.js, complemented by experience with React Native, Node.js, GraphQL/REST, and modern styling technologies. I've also built applications for Samsung TVs using Tizen OS, applying web technologies to different platforms and environments. Beyond writing code, I care about building maintainable, high-quality software that solves real business problems. I value thoughtful architecture, performance, clean code, and a strong understanding of the product and its users. I'm comfortable taking projects from the initial idea to production, collaborating across disciplines, and contributing to technical decisions that help teams deliver better software.

EXPERIENCE

Kake, Senior Software Engineer

09/2024 – Present | (Remote)

- Delivered key features such as Content Hub, Metrics Dashboard, Digital Purchases, and major Chromecast SDK and Video Player updates.
- Spearheaded major migrations (Algolia V2, SSO implementation, Config Manager to Doppler, Tealium to Amplitude), removing 200k+ lines of legacy code and reducing bundle size by 50%.
- Developed the Samsung TV application from scratch for the Tizen OS platform, establishing the CI/CD pipeline and guiding adoption of the new web-based technology.
- Partnered with cross-functional teams to resolve complex multi-platform issues, improve analytics accuracy, and accelerate feature delivery.
- Worked on initiatives that increased marketing conversions (21%+ click-through to purchase) and reduced infrastructure costs.
- Held technical interviews for senior software engineering and tech lead positions.
- Optimized API usage, for example, cutting ~650k unnecessary monthly calls with specific adjustments, and implemented caching/performance enhancements.

X-Team, Senior Software Engineer

09/2021 – 09/2024 | (Remote)

- Collaborated with partners as a Senior Front End Engineer, working on a fitness platform with over 2 million active users, improving the large codebase and scaling the project to enhance user experience and accelerate feature delivery.
- Successfully completed a complex refactor in the project along with the team, resulting in a 75% reduction in the number of pods needed to run the project. This optimization improved performance, significantly reduced memory requirements, and enhanced project start-up time.
- Performed code reviews and code quality checks with the team to ensure the delivery of a high-quality product.
- Collaborated closely with cross-functional teams to understand and address user needs, incorporating feedback from users to drive the development of upcoming features.

GHSOft, Full Stack Engineer & Consultant (Freelancer)

01/2021 – 12/2021 | (Remote)

- **Darwin:** Medical project dealing with doctors' schedules, patient profiles, telemedicine, and health data. Organized and helped with code structure, patterns, general technical questions, and code review on the Front end, Back end, and Mobile application, improving TypeScript code and discussing best practices with the team. Led and mentored junior and mid-level engineers, providing technical guidance, pair programming, and constructive code review to accelerate their growth and improve team delivery. Owned the Android Store publishing process, including CI/CD and production deployments.
- **Modimob:** Developed a private real estate application that allowed clients to integrate portals, upload photos and images of properties with watermarks, and handle complex forms. The application was designed to make information easily transferable to other real estate agencies.

Upnid, Senior Frontend Engineer

06/2020 – 09/2021 | (Remote)

- Developed and maintained front-end dashboards and reports for payments management, improving UX and operational reliability.
- Led migration to TypeScript and configured new projects, establishing best practices and improving developer productivity.
- Implemented feature flags and release workflows to shorten release cycles and reduce rollback risk.
- Built back-office features that reduced customer service response/resolution time from hours or days to minutes/seconds.

payever, Senior Software Engineer

11/2019 – 05/2020 | Hamburg, Germany

- Collaborated with an international team, utilizing agile methodologies to develop new features for the canvas shop builder module (micro frontends), allowing users to include their logos, resize sections (blocks, images, products, etc.), maintain the proportion of images properly, and be more flexible when creating their website.
- Presenting weekly project results to the company, leading the sharing of ideas and improvements we were doing or planning for the project.
- Abroad experience working in Hamburg (Germany).

Betha Sistemas, Full Stack Engineer

08/2017 – 10/2019 | Brazil

- Built and implemented a full-stack project from scratch with the team, impacting over 500,000 people and being adopted by more than 12 city halls.
- Created and optimized the system's main page using caching strategies and SQL query adjustments, dealing with more than 1 million accounts and documents per city hall.
- Defined design adjustments and improved the responsive design of the project.
- Contributed to a 15% increase in project revenue within the first year of launching the new web project, compared to the previous desktop application, through successful project adoption and increased sales.
- Collaborated with stakeholders to define the next features for the project, effectively planning development timelines and sprint cycles.

Sistema Info, Software Engineer

03/2016 – 07/2017 | Brazil

- Maintained and improved a project with over 1,000 active users, taking ownership of the code structure and implementing new features to enhance functionality and user experience.
- Significantly improved the main feature of the project by rewriting large files with a more efficient code structure, resulting in a 52% increase in the speed of the main process (importing bank files).

Thomson Reuters Brasil, Software QA Tester

11/2014 – 02/2016 | Brazil

- Collaborated with international teams from Argentina and France to test and ensure the high-quality user experience and performance of a new tax web project.
- Worked with automation tests and created test cases for each feature being implemented, focusing on covering all possible scenarios.

EDUCATION

Bacharelado em Engenharia, Computer Engineer, SATC - Associação Beneficente da Indústria Carbonífera de Santa Catarina 2013 – 2017

TOP SKILLS

Front-end Development React, Next.js, TypeScript, JavaScript, Jest, TailwindCSS, Styled Components	Back-end Development Node.js, TypeScript, JavaScript, Golang	Mobile Development React Native, Ionic	TV App Development Tizen OS, Chromecast
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LANGUAGES

Português Native or Bilingual	Inglês Full Professional
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CERTIFICATIONS

- Claude Certified Architect - Foundations