

# ALICE CABRAL

## Frontend Developer

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## EXPERIENCE

### Software Engineer

#### SYDLE

01/2025 - Present Belo Horizonte, Brazil

#### An all-in-one digital platform company

- Currently a member of the Marketing team at Dr. Lava Tudo, a partner of SYDLE.
- Developed a solution for monitoring interactions with the Chatbot in SYDLE ONE, recording customer responses and generating dynamic reports to optimize messaging flows.
- Created a [plan simulator](#) that aids customers in selecting the ideal plan while generating data for demand analysis, performance, and user behavior.

### Development Intern

#### SYDLE

06/2024 - 12/2024 Belo Horizonte, Brazil

#### An all-in-one digital platform company

- Worked on the Marketing team at Dr. Lava Tudo, a partner of SYDLE.
- Developed dynamic interfaces and components using Stencil.js for Dr. Lava Tudo's website and online store, integrating them via APIs with the SYDLE ONE platform for team customization.
- Optimized pages and components with a focus on performance and SEO, raising the PageSpeed Insights metrics from ~50 to between 90 and 100—a nearly 80% improvement.

### Frontend Development Intern

#### Hotmart

12/2022 - 12/2023 Belo Horizonte, Brazil

#### A \$1 billion brazilian leading company in digital platform

- Collaborated with the Marketing Development team, responsible for the web applications of Hotmart's marketing efforts.
- Developed and maintained responsive web applications related to institutional campaigns, [blogs](#), and landing pages, integrating with the backend via APIs.
- Helped implement A/B testing for the homepage, adjusting layout and content variations for audiences in different countries, including Mexico, Colombia, and Spain.

### Development Intern

#### diti digital

10/2021 - 07/2022 Belo Horizonte, Brazil

#### A software consulting company

- Worked in teams responsible for maintaining the CRM of RHI Magnesita and web development for Metronet.
- Contributed to the maintenance of CRM software using Microsoft Dynamics and Power Platform, refining workflows and business logic.
- Developed responsive web interfaces while maintaining constant communication with clients from Austria and the United States.

### Monitor of the Beira Linha Extension Project

#### PUC Minas

02/2021 - 06/2021 Belo Horizonte, Brazil

#### A project that promotes digital inclusion

- Conducted workshops on Programming Basics, developed educational materials, and guided students. Workshop content included programming logic, C, Scratch, HTML, and CSS.

## SUMMARY

Professional with over 2.5 years of software development experience, primarily in front-end roles. I have collaborated on projects for marketing teams and international companies using technologies such as **HTML**, **CSS**, **JavaScript**, **Vue**, **Angular**, and **React**. With a background in Psychology and Computing, I focus on creating web applications that balance usability, performance, and aesthetics.

## SKILLS

HTML	CSS	JavaScript	APIs
Angular	Vue	React	Git and Github
SEO	Stencil	Nuxt	TypeScript
SASS	Bootstrap	Tailwind CSS	
Responsive Design	A/B Testing		
Elasticsearch	WordPress	Strapi	
Agile Methodologies (Scrum and Kanban)			
Microsoft Power Platform	C#	C	
Microsoft Dynamics 365	Java	.NET	

## LANGUAGES

Portuguese Native ●●●●●●

English Proficient ●●●●●●

Spanish Iniciante ●●●●●●

## EDUCATION

### Postgraduate in UX Engineering

#### PUC Minas

05/2025 - 04/2026

### Bachelor's in Computer Science

#### PUC Minas

02/2020 - 12/2023

### Incomplete Bachelor's in Psychology

#### PUC Minas

02/2017 - 07/2019