

Filipe Brito Ferreira

Staff Front-End Engineer

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Summary

Front-end engineer with 11 years across streaming, marketplaces, and AI products at Sky, Roku, and Property Finder, operating at technical-lead level. Owns front-end architecture, performance, and delivery end to end, and has led multi-territory platform consolidations, GraphQL/BFF layers, and production LLM features from design through launch. Promoted repeatedly into technical leadership, mentoring engineers and setting engineering standards across teams.

Skills

Frontend: React, TypeScript, JavaScript, Next.js, Astro, React Native, Tailwind CSS, Testing (Jest, Vitest, RTL, Playwright), Design Systems

Performance & Quality: Web Vitals & Lighthouse, Accessibility (WCAG AA / AAA), SEO Engineering, Web Performance

Backend (Supporting): Node.js, GraphQL & BFF, REST APIs, PostgreSQL, MongoDB, Redis

Cloud & DevOps: AWS, Cloudflare (Pages, Workers), Docker, CI/CD (GitHub Actions, GitLab), Kubernetes, Terraform

AI & ML: LLMs (GPT, Claude), OpenAI & Anthropic APIs, Multi-Agent Systems (LangGraph), Chatbot Development, Python

Leadership: Technical Leadership, Mentoring & Hiring, Roadmap Planning, Code Review & Architecture

Experience

Senior Front-End Engineer

Dubai, United Arab Emirates

Property Finder

Jul 2025 – Present

- Drive SEO optimization across the core website, cutting search page load time by 33% and achieving record share of voice in organic search. Recognized by the CEO as an exceptional result.
- Lead the UGC (User-Generated Content) features, agent Q&A and property reviews, from initial design through to production: content pipeline, moderation system, and frontend display.
- Coordinate SEO strategies with 5+ external stakeholders for third-party applications.
- Mentor 2 junior engineers on React, TypeScript, and performance patterns.

Senior Front-End Engineer (Platform)

Manchester, United Kingdom

Roku

Feb 2023 – Jul 2025

- Technical lead for AI chatbots that reduced customer support tickets by 40% and improved satisfaction by 25%.
- Architected scalable media web frameworks adopted by multiple product teams across 10+ device platforms.
- Integrated LLMs (Claude, GPT-4) into production systems, achieving 95% accuracy in customer query resolution.
- Mentored 3 junior developers and contributed to architectural decisions that reduced development time by 30% for new features.

Front-End Engineer (Streaming Platform)

London, United Kingdom

Sky UK

Sep 2018 – Feb 2023

- Promoted twice over the tenure, advancing from SD1 to SD2 to SD3 as technical scope and leadership grew.
- Technical lead on the FE side of the European consolidation that collapsed 12 territory apps into 2 unified platforms (83% less code to maintain).
- Built a GraphQL/BFF layer the FE owned end-to-end, cutting API roundtrips and dropping response times by 50% at 99.9% uptime.
- Shipped and maintained the front-end of 5 streaming products (Sky GO, NOW TV, NOW, Peacock TV, Sky Showtime) across web, desktop and TV devices.

Front-End Engineer (Contract)

loveholidays

London, United Kingdom

Jun 2018 – Aug 2018

- Shipped 3 new booking-flow features on a platform processing 10,000+ daily transactions.
- Ran Google Optimize A/B tests that lifted booking conversion 15% and cut bounce 12%.

Junior Front-End Engineer

SCL Group

London, United Kingdom

Jun 2015 – May 2018

- Started as a software apprentice and was promoted to junior front-end engineer as delivery responsibility grew.
- Built the front-end for 8+ analytics web apps used by political-data teams; sole web developer on several flagship projects.
- Led Drupal 8 migrations, modernizing legacy templating and FE delivery for content-heavy sites.
- Designed the FE for the Pangea data matching platform, a UI processing 10M+ records daily with sub-second interactions.

Certifications

- IBM Machine Learning — IBM (May 2026)
- Google Advanced Data Analytics — Google (May 2026)
- IBM Full Stack Software Developer — IBM (May 2026)
- IBM AI Developer — IBM (June 2025)

Education

University of Texas at Austin, McCombs School of Business | Post Graduate Program in AI & Machine Learning

2025 – 2026

AI & Machine Learning: Business Applications

GPA: 4.09/4.33

West Thames College | Extended Diploma in IT

2013 – 2015

Information Technology

Additional

Languages: English, Portuguese, Spanish

Work authorization: United States, United Arab Emirates, Portugal; open to relocation