

Nathalia Bruno

Product Engineer

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SUMMARY

Product Engineer with 13+ years building consumer and B2B SaaS products end to end. I co-founded Predize — now operating across 6 Latin American countries with 4,500+ integrated stores and R\$300M+ in AI-generated sales — taking it from user interviews and zero to a live product with a hired team. I have caught broken attribution pipelines recovering \$30k/month, driven 30–40% conversion uplifts through A/B experimentation, and led checkout migrations across high-traffic e-commerce. I ship fast, own things end to end, and work async by default.

SKILLS

Proficient: React, TypeScript, JavaScript, Node.js, Next.js, NestJS, GraphQL, REST APIs, PostHog, Segment, Amplitude, Mixpanel, GTM, Event Instrumentation, Feature Flags, A/B Testing, Product Analytics, Webhook Pipelines, TanStack Query, Tailwind CSS, Accessibility (a11y), Performance Optimization, Core Web Vitals, GitHub Actions, CI/CD, Datadog, Storybook

Intermediate: Python, PostgreSQL, Prisma ORM, Supabase, BigQuery, GSAP, Framer Motion, Figma, Contentful, Algolia, Stripe, Azure Functions, AWS Lambda, Claude Code, Cursor, Vitest, Jest, Cypress

Beginner: Django, GCP, Docker, MongoDB

EXPERIENCE

Product Engineer

02/2025 – Present

PetScreening — US, Remote

- Owned features end to end across multiple B2B SaaS products — from talking to users and defining problems through building, shipping, and iterating on real usage data.
- Architected FidoTabby Alert V2 from 0 to 1: API contracts, NestJS backend with Postgres/Prisma, Amplitude and Segment instrumentation, React frontend through production rollout.
- Proactively refactored legacy patterns in a 7-year-old Rails + React monolith serving millions of users, improving maintainability without breaking existing behavior.
- Implemented FlagSmith feature flags and session recordings — used real usage data to drive product decisions and iteration priorities.

Tech: React, TypeScript, Next.js, NestJS, Node.js, PostgreSQL, Prisma, GraphQL, PostHog, Segment, Amplitude, GitHub Actions, Datadog, Claude Code, Cursor

Frontend Engineer (Contract)

08/2024 – 01/2025

Starlight — US, Remote

- First engineering hire after co-founders — owned frontend features end to end with no playbook, making independent decisions from problem definition through production.
- Established component patterns, documentation standards, and code review culture the team built on going forward.

Tech: React, TypeScript, Astro, Node.js, GraphQL

Product Engineer

04/2023 – 08/2024

Carewell — US, Remote

- Caught a broken GTM attribution pipeline right after joining — misfiring for four months, data was misreporting customer acquisition. Fixed it and recovered \$30k/month in wasted ad spend.
- Owned product analytics end to end: Amplitude event tracking, cohort analysis, A/B experiment design with metric selection and sample sizing.
- Led a team of 4 engineers through a full headless checkout migration — defined architecture, owned zero-downtime DNS cutover, wrote post-launch documentation throughout.
- Improved Core Web Vitals (LCP, CLS, INP) significantly across high-traffic browsing and checkout flows.

Tech: React, TypeScript, Next.js, Node.js, GraphQL, Amplitude, GTM, BigCommerce, Contentful, Algolia, Datadog, PagerDuty

Product Engineer (Freelance)

07/2022 – 03/2023

Headless Commerce & SaaS — Remote

- Delivered multiple SaaS products end to end — B2B invoice management platform, supply chain compliance SaaS, headless commerce storefronts — owning architecture, instrumentation, and post-launch iteration.
- Built a Shopify webhook pipeline using Azure Functions to trigger Klaviyo email flows and sync review data to Yotpo — event-driven automation across multiple systems with full ownership from design through production.

Tech: React, TypeScript, Next.js, Node.js, GraphQL, Shopify, Azure Functions, Klaviyo, Yotpo, Contentful, Algolia, Tailwind

Frontend Engineer

11/2020 – 07/2022

Vaan — US, Remote

- Owned growth experiments end to end — defined hypotheses, shipped A/B tests on checkout and conversion flows, analyzed results, iterated. Drove 30–40% conversion uplifts across Shopify Plus storefronts.
- Lead engineer on Flyers (drinkflyers.com), an **Awwards Honorable Mention** e-commerce site — built 0 to 1 with full product ownership, GSAP animations, and custom interactions on Shopify.
- Trained new engineers on component patterns and documented the shared library so the team could ship without starting from scratch.

Tech: React, TypeScript, Node.js, Redux, GSAP, Framer Motion, Liquid, Shopify Plus, Algolia, Amplitude, Sass, REST APIs

Product Growth Engineer (Contract)

08/2020 – 11/2020

Creditas — São Paulo, BR, Remote

- Embedded in the Acquisition Tribe at one of Brazil's largest fintechs — CAC was the north star metric, data drove every decision.
- Instrumented Amplitude event tracking across acquisition flows, built CMS-driven pages optimized for SEO and conversion, documented integration patterns for the team.

Tech: React, JavaScript, Next.js, Gatsby, Node.js, Amplitude, Contentful, GraphQL, Storybook

Software Engineer → Tech Lead → Founding PM

09/2012 – 03/2020

Brazilian Companies — BR

Predize · Founding Product Manager (2019–2020)

- Hired to spin off a new B2B SaaS from a marketplace software company. Conducted user interviews, applied Jobs to Be Done frameworks, shadowed customer support teams, designed the database and API contracts, wrote the product specs, built an NLP model for auto-responses, and hired the engineering, sales, and support team.
- Took the product from zero to live with paying customers. Investment was paused when COVID hit in 2020. Predize now operates across 6 Latin American countries with 4,500+ integrated stores, 80M+ messages processed, and R\$300M+ in AI-generated sales.

Technos — Watch Retail Group · Engineering Owner (2017–2019)

- Sole technical owner for a 10-brand retail group — built ERP integrations, marketplace hub and ecommerce platform connections, logistics and fulfilment pipelines, and customer acquisition systems. Hired and coordinated vendors, managed cloud hosting, ensured quality and testing end to end.

HUGE (hugeinc.com) · Web Product Engineer (2016–2017)

- Built the agency website rebuild end to end with custom scroll animations. Joined specifically to work with world-class engineers at one of the most recognized design agencies globally.

TUUT Design · Tech Lead / IT Manager (2014–2016)

- Promoted from frontend engineer after stepping in to fix broken communication between client services and engineering — joined client calls, translated business goals into technical specs, and split work by skillset. Led a team of 4 engineers across e-commerce and brand projects.

Tech: JavaScript, TypeScript, React, Node.js, Python, PostgreSQL, D3.js, NLP, REST APIs, CSS Animations, Figma, WordPress

EDUCATION & LANGUAGES

Associate's Degree — IT Management

UNESA, Rio de Janeiro, Brazil · 2016–2020

Portuguese: Native **English:** Advanced / C1