

João Paulo Costa Marra



Staff Mobile Engineer | React Native, Expo, TypeScript

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Led 6 engineers mobile modernization (Post Op · legacy to Expo) · C++ Nitro Modules native integrations (Goodword · auth, storage, markdown) · Led 26 developers healthcare modernization (UnitedHealth Group · jQuery to React)

SUMMARY

Staff mobile engineer with 16+ years in software engineering. Owns React Native, Expo, and TypeScript products from architecture and API integration through testing, native integrations, and iOS/Android releases. Applies AI through on-device and retrieval-backed mobile features, with independent work on agent runtimes, MCP tools, and evaluation harnesses. Led mobile modernization and shared-platform work. Based in Joinville, Brazil (UTC-3), with US and European time-zone overlap.

SELECTED ACHIEVEMENTS

- Led a six-engineer team through a legacy-to-Expo mobile modernization, setting architecture, review practices, and release workflows.
- Built C++ Nitro Modules for authentication, secure storage, and markdown; maintains the open-source react-native-nitro-markdown library.
- Led 26 frontend developers through jQuery-to-React modernization and built the business unit's first bare React Native app at UnitedHealth Group.
- Owned shared React Native and React Native Web components at Gopuff, supported by automated testing, diagnostics, and CI/CD.
- Independent projects: built typed decision APIs with optional model escalation and golden-case evaluations; extended agent tool-call recovery and implemented MCP tools.

SKILLS

Mobile Architecture and Delivery: React Native, TypeScript, Expo, Software architecture, Mobile application development, iOS, Android, Expo Router, EAS Build, OTA updates, App Store releases, Google Play releases

Native Integration and Quality: New Architecture, Fabric, JSI, Nitro Modules, C++, Swift, Kotlin, Performance optimization, Maestro, Jest, Cypress, Sentry, CI/CD, Technical leadership, Code review, Mentoring

Applied AI and Developer Tooling: Agent tool calling, MCP tools, Model API integration, Golden-case evaluation, Failure recovery, TypeScript, Go, Rust

Product and Platform Breadth: React, React Native Web, Next.js, JavaScript, Design systems, API integration, REST APIs, Node.js, On-device AI integration, Retrieval-backed AI features, PHP, Laravel, SQL, MongoDB

EXPERIENCE

Staff Mobile & AI Platform Engineer

Goodword | United States | Aug 2025 - Present

- Stack:** React Native, Expo, Expo Router, TypeScript, New Architecture, Fabric, JSI, Nitro Modules, C++, On-device AI, RAG, Sentry, Maestro, EAS, EAS Build, OTA
- Owned product-to-store delivery for a React Native, Expo, and TypeScript app on iOS and Android: architecture, APIs, implementation, testing, observability, EAS builds, OTA updates, and store releases.
 - Built C++ Nitro Modules for authentication, secure storage, and markdown on JSI and the New Architecture, with Swift and Kotlin in the shipped iOS and Android binaries.
 - Integrated on-device AI and retrieval-backed mobile features at the product/API layer, while leading a four-engineer product team and contributing to implementation and code review.

Staff Mobile Architect

Post Op | London Area, United Kingdom | Feb 2024 - Sep 2025

- Stack:** React Native, Expo, TypeScript, Mobile architecture, API integration, TanStack DB, Local-first, Native bridges, TDD, E2E testing
- Led a six-engineer team through a legacy-to-Expo modernization for a production React Native and TypeScript app on iOS and Android.
 - Set mobile architecture standards, review practices, and release workflows while owning implementation, API integration, and testing.
 - Translated product and design requirements into shipped features across personalization, rendering performance, and mobile UX, including local-first client data with TanStack DB.

Senior Frontend Developer

Gopuff | United States | Oct 2022 - Feb 2024

- Stack:** React Native, React Native Web, React, Next.js, TypeScript, Local-first, IndexedDB, CSS, Cross-platform UI, Component libraries, Design systems, Cypress, CI/CD
- Owned the shared React Native and React Native Web component library in TypeScript for commerce and logistics products.
 - Worked in a four-engineer library team on reusable interfaces, diagnostics, automated testing, and CI/CD to support consistent delivery across web and mobile surfaces.
 - Built React and Next.js foundations, including local-first client persistence with IndexedDB.

Senior Frontend Developer

Medify Ltd | Remote | Mar 2022 - Oct 2022

Stack: React, TypeScript, C++, Monorepo, CI/CD, Healthcare technology, TDD, Automated testing

- Delivered React and TypeScript web and desktop healthcare interfaces within a 12-engineer delivery initiative.
- Built a C++-backed content management workflow so non-technical teams could maintain healthcare content.
- Improved monorepo organization, CI/CD, and automated testing for healthcare product delivery.

Senior Frontend Engineer

Znipe Esports | Stockholm, Stockholm County, Sweden | Sep 2021 - Apr 2022

Stack: React Native, Next.js, React, TypeScript, JavaScript, CSS, jQuery, Jest, Cypress, TDD, Frontend performance

- Modernized a legacy jQuery esports streaming platform with React and TypeScript, and built React Native mobile and Next.js web experiences, including streaming interfaces.
- Introduced Jest, Cypress, and test-driven development practices to support changes to critical product flows.

Lead Mobile Engineer

Triggy | Stockholm, Sweden | Sep 2019 - Sep 2021

Stack: React Native, Expo, TypeScript, Mobile architecture, TDD, E2E testing, International product delivery

- Led re-architecture of a legacy Expo sports-data app into a React Native and TypeScript platform for international client products.
- Drove TypeScript migration, unit and end-to-end testing, and coordination of mobile releases with product and engineering stakeholders.

Senior Frontend Engineer

OLX Group | Dubai, Dubai, United Arab Emirates | Oct 2018 - Sep 2019

Stack: React Native, React.js, JavaScript, Local-first, IndexedDB, Node.js, CSS, Frontend architecture, Marketplace platforms, Test automation, TDD

- Delivered property marketplace workflows for dubizzle.com with React web interfaces and local-first client persistence through IndexedDB.
- Helped modernize legacy frontend architecture and extend product delivery into React Native, with automated tests for listing and property flows.

Lead Software Engineer

UnitedHealth Group | Curitiba, Parana, Brazil | Jan 2016 - May 2018

Stack: React.js, React Native, JavaScript, CSS, jQuery, Frontend architecture, Healthcare technology, Component systems, Technical leadership

- **Led 26 frontend developers** through modernization of healthcare workflows from jQuery and Bootstrap to React and an internal component system.
- Defined migration architecture, reusable component patterns, review standards, and delivery sequencing for incremental adoption.
- Built the business unit's **first bare React Native mobile app** and defined its initial mobile architecture.

Independent Software Consultant - Fullstack Engineering

Multiple Companies | Curitiba Area, Brazil | May 2010 - Jan 2016

Stack: JavaScript, Node.js, PHP, WordPress, Joomla, Magento, Laravel, SQL, MongoDB, REST APIs, C#, CSS

- Delivered client products using JavaScript, Node.js, PHP, Laravel, CMS platforms, REST APIs, SQL, and MongoDB across healthcare, e-commerce, and business operations.
- Owned discovery, architecture, implementation, integrations, testing, and releases, translating client requirements into maintainable web and backend systems, owning fullstack features from the data change through the UI.

EDUCATION: Bachelor's Degree, IT Project Management | Universidade Estácio de Sá | 2016 - 2019

LANGUAGES: Portuguese - Native | English - Fluent