

João Paulo Costa Marra

■ Available for new roles

Staff Software Engineer · React Native / Expo / TypeScript

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REMOTE · Based in Brazil · US & EMEA time zones

PROFILE

First mobile hire or lean-team owner for reliable React Native products.

Staff React Native engineer in Expo and TypeScript, remote from Brazil across US, EMEA, and LATAM hours. I join as the first mobile hire or lean-team owner and take a product from unclear requirements to reliable iOS and Android releases: architecture, APIs, EAS/OTA, observability, and store delivery. A legacy-to-Expo modernization I led increased mobile engagement by 90%.

Open to: Staff Software Engineer · Staff Mobile Engineer · Senior Staff Software Engineer · Mobile Platform Engineer · Principal Software Engineer

SELECTED RESULTS

90% more mobile engagement
Legacy-to-Expo modernization

~40% better computation
C++ Nitro Module hot paths

75% less technical debt
Shared platform foundations

30% faster deployments
EAS, OTA, and observability

26 engineers led
Healthcare modernization

16+ years shipping
Mobile and web products

EXPERIENCE

Goodword

Staff Mobile & AI Platform Engineer

Aug 2025 — Present
United States

- Improved critical-path computational efficiency by 40% with custom C++ Nitro Modules for auth, secure storage, and markdown rendering.
- Led a four-engineer product team while owning delivery, release quality, and performance-first React Native architecture.
- Shipped on-device LLM inference with C++ optimizations for native-level latency.
- Delivered retrieval-backed AI features connecting grounded output to production mobile surfaces.

Stack: React Native · Expo · TypeScript · New Architecture · Nitro Modules · C++ · On-device AI · EAS · OTA · Sentry

Post Op

Staff Mobile Architect

Feb 2024 — Sep 2025
London Area, United Kingdom

- Increased user engagement by 90% with a legacy-to-Expo modernization delivered by a six-engineer mobile team.
- Shipped a complete UI redesign and feature expansion with faster rendering and simpler state management.
- Integrated AI and retrieval-backed features using TypeScript, APIs, and custom native bridges.

Stack: React Native · Expo · TypeScript · EAS · Mobile architecture · Native bridges · API integration · AI product features · E2E testing

Gopuff

Senior Frontend Developer

Oct 2022 — Feb 2024
United States

- Cut technical debt by 75% with a shared web and mobile component foundation adopted across commerce and logistics products.
- Cut deployment cycles by 30% through Next.js and Cypress modernization with a four-engineer frontend team.
- Raised application performance and product quality by integrating diagnostic tooling.

Stack: React Native · React Native Web · React · Next.js · TypeScript · Component libraries · Design systems · Cypress · CI/CD

Medify Ltd

Senior Frontend Developer

Mar 2022 — Oct 2022
Remote

- Delivered React and TypeScript web and desktop healthcare surfaces inside a 12-engineer initiative.
- Built a C++ WYSIWYG content-management workflow so non-technical teams could publish regulated content directly.
- Established the monorepo and automated CI/CD pipeline behind critical healthcare features.

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

Znipe Esports

Senior Frontend Engineer

Sep 2021 — Apr 2022

Stockholm, Sweden

- Raised automated coverage to near-complete with Jest and Cypress strategies on a high-traffic esports platform.
- Modernized a legacy jQuery application into a high-performance React and TypeScript architecture.
- Reduced production bug reports and improved release stability.

Stack: React Native · Next.js · React · TypeScript · JavaScript · Jest · Cypress · TDD

Triggy

Lead Mobile Engineer

Sep 2019 — Sep 2021

Stockholm, Sweden

- Re-architected a legacy Expo system into a scalable React Native and TypeScript platform for international sports-data products.
- Led the JavaScript-to-TypeScript migration that improved robustness and developer onboarding.
- Reduced production bugs across multiple international client products.

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

OLX Group

Senior Frontend Engineer

Oct 2018 — Sep 2019

Dubai, United Arab Emirates

- Delivered the Property module of dubizzle.com, one of the largest classifieds platforms in the MENA region.
- Reached complete automated test coverage on critical listing and property flows.
- Migrated the module from jQuery toward a microservices-ready React architecture.

Stack: React Native · React · JavaScript · Node.js · Frontend architecture · Marketplace platforms · Test automation · TDD

UnitedHealth Group

Lead Software Engineer

Jan 2016 — May 2018

Curitiba, Brazil

- Built the business unit's first bare React Native app and defined its initial mobile architecture.
- Led 26 frontend developers through React adoption, migration strategy, review standards, and an internal component system.
- Modernized critical healthcare workflows from jQuery and Bootstrap into reusable React interfaces.

Stack: React · React Native · JavaScript · Frontend architecture · Healthcare technology · Component systems · Technical leadership

Multiple Companies

Independent Software Consultant · Full-stack Engineering

May 2010 — Jan 2016

Curitiba Area, Brazil

- Delivered full-stack products for healthcare, e-commerce, and enterprise clients across PHP, Node.js, and SQL stacks.
- Modernized legacy systems into maintainable web and API platforms used by large audiences.
- Owned discovery, architecture, implementation, integrations, testing, and release on every engagement.

Stack: JavaScript · Node.js · PHP · Laravel · Magento · WordPress · SQL · MongoDB · REST APIs

SHIPPED PRODUCTS

Goodword App Store

PO Clinician App Store

Gopuff Driver App Store

Znipe.tv Live website

dubizzle Live website

Post Op App Store

Gopuff App Store

Medify Live website

Triggy Live Score Product website

CORE EXPERTISE

Mobile foundations React Native · Expo · TypeScript · New Architecture · Fabric · iOS · Android

Native performance C++ · JSI · Nitro Modules · Swift · Kotlin · Native modules · On-device AI

Delivery systems EAS · OTA · CI/CD · Maestro · Sentry · App Store · Play Store

OPEN SOURCE

react-native-nitro-markdown C++ Nitro Module for markdown parsing off the JS thread — built for LLM and chat UIs.

inline-blame-mini Lightweight inline git blame tooling.

EDUCATION

Bachelor's degree, IT Project Management

Universidade Estácio de Sá · 2016 — 2019

LANGUAGES

Portuguese — Native · English — Fluent