

Luís Fernando Anizello

Product Engineer | Senior Frontend & Tech Lead

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Portuguese (native) | English (professional working proficiency)

SUMMARY

Product engineer with 15 years in software, the last five at a Brazilian flexible-stay proptech, where I joined as the first engineer on a newly formed technology team and left as tech lead of the acquisition squad. In between I built and led the products behind its direct sales and guest check-in, from first spec to production and the years of operation after. I work close to the data: instrumenting what I ship, running A/B tests and measuring results in business metrics rather than features delivered.

EXPERIENCE

Charlie | Dec 2021 – Aug 2026 | São Paulo, Brazil (remote)

Flexible-stay proptech operating 2,600 apartments across 86 developments in São Paulo, Rio de Janeiro and Porto Alegre, with R\$2B in assets under management and 2M+ room-nights sold since 2020.

The acquisition squad (1 PM, 3 engineers) owned Charlie's direct-booking channels: web funnel, B2B API, channel manager and payments. Its mandate was to reduce dependency on OTA commissions from Booking.com, Airbnb and Expedia, measured by funnel conversion, share of direct-channel sales, revenue and chargeback rate.

Tech Lead | Aug 2024 – Aug 2026

- **Led the B2B booking API from first spec to 37% of direct-channel revenue in eight quarters.** Took it to production in Aug 2024 with Onfly, a corporate-travel platform serving 2,500 companies, as the anchor client, reaching 13% of direct-channel revenue within 90 days of go-live. The multi-tenant design let two further partners onboard with no new code; the channel has delivered 15.7k bookings and 45k corporate room-nights, and the API now serves around 4M availability queries a year.
- **Led the acquisition squad's initial adoption of AI-assisted engineering.** Piloted it with the CTO, using Claude Code and a simple plan → build → review routine, then demoed the approach to the rest of the technology team. Within the squad, code-review turnaround fell from 2–3 days to under 1 day and feature throughput per developer roughly doubled, from about 1 to 2–3 shipped per week.
- **Led the refactoring of three years of accumulated technical debt across the website and backends, made feasible by that AI-assisted workflow and completed in a single month.** Upgraded the main site from Next.js 13 to 16 on the App Router, turned accumulated undocumented decisions into structured internal knowledge base, removed roughly 43% of dead code, raised function test coverage from 0% to 100% on the frontend and from 77% to 100% on the backends, cut build time from about 4 minutes to 1, and standardized the backend APIs used by the acquisition squad, with smaller payloads, better-structured data and response times roughly 75% lower.
- **Led an A/B rollout of a new payment orchestration layer** across a four-gateway setup covering cards, Pix (Brazil's instant payment rail) and B2B invoicing. The A/B test measured a 10.4 p.p. lift in payment authorization and projected a 38% reduction in billing operations cost. I also integrated 3DS and anti-fraud on the frontend as part of the same effort.
- **Gave the product team a data-driven basis for decisions by instrumenting the product end to end with PostHog and OpenTelemetry, in a joint effort with the DevOps team:** the booking funnel (search, checkout, 3DS, payment), the Charlie Account and digital check-in journeys, and backend events for the B2B API, where analytics reconcile 1:1 with the production database, plus distributed tracing across the booking platform. The same setup ran the A/B test behind the payment rollout.
- **Rebuilt the checkout end to end** on a site serving around 90k monthly unique visitors and 5.7M pageviews a year. The channel runs on high average order value rather than high volume: roughly 1,700 paid bookings a month through the site and 700 through the B2B API.
- **Led the channel-manager module that opened a new distribution channel.** Designed the adapter architecture (two protocols sharing one core) together with the engineer who built it, and owned the full OTA/SOAP certification with Omnibeas, a hotel-distribution platform with more than 10,000 hotels. The REST adapter connected Charlie to B2B Reservas, a hotel-distribution hub with over 10,000 registered companies, and the channel went from zero to around 380 bookings a month in four months.

Senior Frontend Engineer | Dec 2021 – Jul 2024

- **Co-built the booking engine that opened Charlie's digital direct sales channel** (Sep 2022), the company's strategic effort against OTA commissions. I owned the B2C booking site's frontend (Next.js) end to end while the Symfony backend was built by colleagues. The channel grew from 450 paid bookings in its first four months to 24.6k in 2023 and 38k in 2025: 120k+ paid bookings and 323k room-nights to date.
- **Replaced a manual, unvalidated no-code form (Jestor) with a Next.js check-in app, designed and shipped solo in my first 30 days**, then extended it with document submission and identity verification. During Charlie's first year, guests hand-typed their own OTA booking references, and the resulting errors capped how much the support team could process. The app has run four years with minimal change, scaling from 29 buildings in early 2022 to more than 80, and has processed 914k check-ins, 1.2M guests and 2.8M documents for guests arriving through every sales channel.
- **Built the document and identity validation pipeline behind digital check-in**: ID cards, passports, facial biometrics and liveness checks. It also flags fraud attempts and guests on the entry denylist. Manual review fell to about 1% of 2.95M validations; today 93% of identity decisions resolve automatically, across 832k result webhooks.

Tech stack: TypeScript, JavaScript, React, Next.js, Node.js, PHP/Symfony, REST APIs, SOAP/OTA, webhooks, MySQL, RabbitMQ, OpenTelemetry (distributed tracing), Kubernetes, ArgoCD, Lens, AWS S3, PostHog (analytics and A/B testing), payment gateways, 3DS, Claude Code, Git.

SH2 | Nov 2011 – Nov 2021 | São João da Boa Vista, Brazil

Web agency and hosting service specialized in custom e-commerce development.

Joined as a support and web-development assistant while completing my degree, paused in 2014 for an exchange program in New Zealand, returned to the frontend team, and moved into project management in 2020.

Project Manager | Jan 2020 – Nov 2021

- Led a small engineering team and introduced the company's first branching and versioning policy for add-on development, which made releases reproducible and reviewable. Worked with the commercial side to restructure service contracts.

Frontend & UI Developer | Feb 2015 – Nov 2021

- Built custom marketplaces and storefronts on CS-Cart for clients including Bayer, Roland and Altabooks, owning UI implementation end to end, including payment gateway integrations and checkout flows.

Support Team Manager | Mar 2017 – Mar 2018

- Managed the support team and coordinated the rewrite of the hosting platform's onboarding and support documentation.

Junior Frontend Developer | Nov 2011 – Dec 2013

- Built and maintained client sites on WordPress and Joomla, and handled first-line support for the full hosting service ecosystem (cPanel).

Tech stack: JavaScript, HTML, CSS/LESS, PHP, CS-Cart, WordPress, Joomla, Git, cPanel.

EDUCATION

Technologist Degree in Internet Systems | Instituto Federal de São Paulo (IFSP), Brazil | 2011 – 2017

Thesis: Applying the Mobile-First Methodology to Website Development

Study Abroad Program | Auckland University of Technology (AUT), New Zealand | 2014

LANGUAGES

- **Portuguese:** native
- **English:** professional working proficiency