

Ari Rocha

Founder & Senior Full-Stack Software
Engineer

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Cheyenne, WY, US (Remote)

Founder & Senior Full-Stack Software Engineer with nearly 12 years of experience designing scalable SaaS, fintech, and AI-driven platforms, with strong focus on architecture ownership, product strategy, and high-performance cloud systems. Experienced collaborating with U.S.-based teams and clients, delivering production systems end-to-end across backend, frontend, and cloud infrastructure.

Work Experience

Founder & Senior Full-Stack Developer Jan 2024 - Present

Develari

Founded Develari LLC, delivering SaaS, fintech, and enterprise software solutions for international clients; leading architecture, client strategy, and product delivery across distributed engineering teams.

- Lead full-cycle product development, architecture, DevOps, UI/UX, and delivery, ensuring robust engineering practices while delivering scalable SaaS, fintech, and enterprise platforms for international clients across retail, construction, and technology sectors.
- Direct a team of developers through Agile sprints and code reviews, maintaining strong engineering standards and fostering collaboration.
- Architect multi-tenant CMS, ERP, and e-commerce platforms powered by Next.js, Node.js, and PostgreSQL, with focus on scalability and reliability.
- Build AI-assisted systems and custom automation for analytics, marketing, and finance, leveraging LLMs and AI platform capabilities that saved 500+ hours of manual data entry.
- Implement CI/CD pipelines, containerization with Docker, and observability tools for reliable deployments and automated testing.
- Implement security best practices, access controls, and data protection measures aligned with enterprise and compliance requirements.

Senior Full-Stack Developer Aug 2024 - Oct 2025

Deezign

Collaborated with Deezign to scale and optimize its multi-brand e-commerce platform serving over 300 premium brands and retail partners.

- Improved backend infrastructure and caching strategy using Redis, cutting API latency by 60% and enhancing customer experience.
- Implemented advanced tracking for omni-channel sales, integrating online and offline data pipelines to enhance user growth, achieving 100% automated coverage of sales and chat events.
- Automated catalog synchronization across marketplaces and ERP systems, improving workflow efficiency.
- Designed and implemented GraphQL APIs for multi-tenant platforms, enabling efficient data access patterns and scalable frontend integrations.
- Contributed to SEO and performance improvements resulting in faster load times and higher conversion rates.
- Developed PostHog and Google Ads integrations enabling full-funnel analytics and improved marketing attribution and decision-making.
- Enabled stable growth of Deezign's platform to handle thousands of daily transactions with near-zero downtime in a production e-commerce environment.
- Designed scalable cloud infrastructure supporting high-traffic production environments.

Senior Full-Stack Developer Sep 2023 - Jul 2024

Ofcdesk LLC

Worked with Autodesk partner Ofcdesk LLC to modernize its design and visualization products for architecture, furniture manufacturing and construction.

- Developed a 3D product customization platform using Autodesk Viewer, enabling real-time visualization and configuration of furniture with a focus on customer-facing applications.
- Integrated WebGL and React to provide high-performance 3D rendering and interaction, ensuring scalability.
- Created synchronization between BI systems, enabling seamless multi-tenant data integration and improving operational excellence.
- Designed, developed, and deployed production full-stack applications across cloud environments.

Freelance Software Engineer Jan 2019 - Jun 2023

Global Clients

Delivered end-to-end software projects for international clients as a freelance developer and consultant.

- Built and deployed websites, bots, automation tools, and data-driven systems.
- Implemented AI-powered features, recommendation algorithms, and process automation, contributing to AI/ML initiatives.
- Acted as a technical consultant helping startups design scalable architectures and development workflows, demonstrating leadership and business communication skills.
- Developed integrations for Stripe, OpenAI APIs and Scalar OpenAPI, showcasing API development expertise.
- Implemented real-time SMS alerts and messaging features within full-stack development projects.

Core Skills

TypeScript • Next.js • Node.js • React • PostgreSQL • AWS • GraphQL
AI/LLMs • SaaS Platforms • FinTech • Distributed Systems • DevOps
CI/CD • Docker • Cloudflare • Analytics • Automation

Education

Fatec Presidente Prudente (Part-time) Jan 2024 - Dec 2026
Análise e Desenvolvimento de Sistemas

Etec Prof Adolpho Arruda Mello Jan 2021 - Dec 2023
Technical Degree in Business Administration (ETEC)

Languages

English (Fluent), Portuguese (Native)