

Ari Rocha

Founder & Senior Full-Stack Software
Engineer

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Cheyenne, WY, 82001, US

Senior Full-Stack Developer with nearly 12 years of experience in designing and delivering scalable, high-performance web platforms. Seeking challenging opportunities in the U.S. to leverage expertise in full-cycle software development, AI solutions, driving innovation and delivering impactful results for clients.

Work Experience

Founder & Senior Full-Stack Developer Jan 2024 - Present

Develari

Founded and lead Develari LLC, an international software company focused on high-performance, data-driven web applications. Manage a distributed team delivering scalable software solutions for clients across construction, retail, and technology sectors.

- Lead full-cycle product development, architecture, DevOps, UI/UX, and delivery, ensuring robust engineering practices.
- 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, focusing 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.
- Implemented robust security measures to protect application data and user information

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, with a coverage of 100% automated sales/chat events.
- Automated catalog synchronization across marketplaces and ERP systems, improving workflow efficiency.
- Contributed to SEO and performance improvements resulting in faster load times and higher conversion rates.
- Supported business intelligence initiatives with custom PostHog and Google Ads connectors for full-funnel analytics, demonstrating strong problem-solving skills.
- Enabled stable growth of Deezign's platform to handle thousands of daily transactions with near-zero downtime, showcasing high reliability.
- Designed and implemented scalable cloud infrastructure solutions to support full-stack development projects.

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 sync between BI Softwares, linking multiple tenants and custom integrations to work flawlessly, improving operational excellence.
- Applied advanced technical skills to design, develop, and deploy full-stack web applications.

Software Engineer Jan 2019 - Jun 2023

Fiverr

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, leveraging coding skills.
- 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, React.js, Amazon Web Services (AWS Cloud, EC2, S3, Lambda), Cloudflare, Data Analysis, Serverless Computing, MySQL, Usability Engineering, Requirements Engineering, Software Systems Engineering, Full-Stack Development, Git, PostgreSQL, SQL, Software Architecture, Software Solutions, Software Development, Web Development, Java Development, Distributed Systems, Automation, Workflow, APIs, AI/ML, SaaS, CI/CD, Automated Testing, Scalability, Reliability, Problem-Solving Skills, Business Communication, Customer Experience, Coding, Leadership, Collaboration, Operational Excellence

Education

Fatec Presidente Prudente Jan 2024 - Dec 2026

Análise e Desenvolvimento de Sistemas

Etec Prof Adolpho Arruda Mello Jan 2021 - Dec 2023

Master of Business Administration - MBA Administração de Empresas

Languages

English (NATIVE_OR_BILINGUAL), Portuguese (NATIVE_OR_BILINGUAL)