

Filipe Brito Ferreira

Senior Front-End Platform Engineer

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SUMMARY

Front-end platform engineer, 11 years across streaming, marketplaces, and real estate at Sky, Roku, and Property Finder. Led the front-end side of Sky's 12-territory app consolidation, engineered Roku's design system for the web platform, and owned the performance and SEO platform behind Property Finder's core website. Shipped production AI features on that platform foundation, from an AI support chat at Roku to the PF Scout assistant at Property Finder. Promoted twice at Sky; co-founded the GraphQL BFF as a two-engineer innovation project and grew it into a dedicated team; mentor to 5 engineers.

SKILLS

Platform Engineering: Design Systems, Monorepo Tooling (pnpm, Turborepo), CI/CD (GitHub Actions, GitLab), Testing (Jest, Vitest, RTL, Playwright), Developer Experience & Tooling

Frontend: React, TypeScript, JavaScript, Next.js, Tailwind CSS

Performance & Quality: Web Vitals, SEO Engineering, Web Performance

Backend: Node.js, GraphQL & BFF, REST APIs, PostgreSQL, Redis

Cloud & DevOps: AWS, Cloudflare (Pages, Workers), Docker, Kubernetes

AI & ML: LLMs (GPT, Claude), OpenAI & Anthropic APIs, Chatbot Development

Leadership: Technical Leadership, Team Building, Mentoring

Languages: English, Portuguese, Spanish

Right to work: UAE (Dubai, Abu Dhabi), Portugal, United States

WORK EXPERIENCE

Senior Front-End Engineer, Property Finder

Jul 2025 – Sep 2026

Dubai, United Arab Emirates

- Rebuilt the shared CMS content layer behind every SEO-critical page on the core website: deduplicated upstream CMS calls and served them from a Redis-backed cache, cutting page response times from **500ms to 5ms**.
- Owned performance and SEO engineering across the core website: removed render-blocking resources, optimised images, added progressive loading; search page load time down **33%**, and organic share of voice reached company records at **52%** for rentals and **58%** for sales.
- Architected and shipped PF Scout v4, Property Finder's public AI property assistant: moved its response layer to Server-Sent Events for token-by-token streaming at a **500ms p95**, lifting lead conversion **10%**.
- Owned user-generated content features (agent Q&A, property reviews) end to end: content pipeline, moderation system, and frontend.
- Mentored **2** junior engineers and coordinated SEO initiatives with **5+** external stakeholders on third-party integrations.

Senior Software Engineer, Roku

Feb 2023 – Jun 2025

Manchester, United Kingdom

- Led the engineering side of Roku's design system replatform, shipping component libraries across web, mobile, and TV for **5** business units.
- Built shared web frameworks adopted by teams across **10+** device platforms, cutting new-feature development time **30%**.

- Built the AI support chat front end and its integration with the vendor's platform, wiring multi-LLM routing (Claude, GPT-4) over knowledge-base retrieval; response times went from hours to seconds.
- Reached **48%** containment on the chat, documented in the vendor's published case study; chat share of contacts rose from **30% to 43%** while phone fell from **70% to 57%**.
- Mentored **3** junior developers and worked with **12+** engineers across functions on platform reliability.

Software Engineer (SD1 to SD3), Sky UK

Sep 2018 – Feb 2023

London, United Kingdom

- Led the FE side of the European consolidation, collapsing **12** territory apps into **2** unified platforms: **83%** less code to maintain.
- Co-founded the GraphQL backend-for-frontend (BFF) layer as a two-engineer innovation project; built and owned it end to end at **99.9%** uptime, halving response times across **5** streaming products, and grew it into a team of **4** full-time engineers, a manager, a technical business analyst, and a returning engineer.
- Set up CI/CD pipelines and FE tooling adopted by **5** teams, cutting deployment time **60%**.
- Introduced performance budgets, error monitoring, and analytics across all **5** streaming platforms, giving every consolidation cutover a measurable definition of done.
- Shipped Sky GO, NOW TV, NOW, Peacock TV, and Sky Showtime across web, desktop, and TV devices.

Junior Front-End Engineer, SCL Group (Data & Analytics Agency)

Jun 2015 – May 2018

London, United Kingdom

- Designed the UI for the Pangea data-matching platform, processing **10M+** records a day with sub-second interactions.
- Built the front end for **8+** data-heavy analytics apps as the sole web developer; promoted from apprentice to junior engineer.
- Ran CI/CD pipelines and Kubernetes/AWS infrastructure for FE delivery, cutting deployment time **80%**; led Drupal 8 migrations.

EDUCATION

University of Texas at Austin, McCombs School of Business

Austin, United States

Post Graduate Program in AI & Machine Learning

2025 – 2026

- GPA: 4.09/4.33
- Relevant coursework: Machine Learning, Natural Language Processing, Generative AI, AI Agents

West Thames College

London, United Kingdom

BTEC Level 3 Extended Diploma in IT

2013 – 2015

CERTIFICATIONS

- [IBM AI Developer](#) — IBM, Jun 2025

Memberships: IEEE Member UAE Section