

João Pescada

joaopescada.com | joao@pescada.pt

Fullstack Developer frontend-focused

A hands-on technical partner
with 20+ years of experience
building digital products
for advertising agencies, startups
and SMEs in the banking,
beauty, energy, fashion,
finance, healthcare, pharma
and retail industries
in Portugal, the UK
and the USA.

Education

Aveiro University

Interactive Media Technician
2001 to 2002

Abilities

Human languages

Portuguese
English

Computer languages

Javascript (Angular, React, Typescript)
HTML
CSS (Sass)
PHP (Laravel)
Python (Django)
Arduino

Related knowledge

Generative Art
Web3 / Blockchain
Artificial Intelligence
Social Media Marketing
Search Engine Optimisation
Conversion Rate Optimisation
Content Strategy
Usability & Accessibility
Lean & Agile Project Management

Further details about my experience
are available on request.

Experience

Senior Software Engineer (Contract)

Airtasker — Lisbon, PT (2025)

Helped the tech team transition legacy code to a scalable architecture,
that improved delivery speed and enabled new marketing experiments.

Javascript React TypeScript MobX Styled

Lead UX Developer (Contract)

The Rights — New Jersey, USA (2023-2024)

Helped the founding team revamp the UI / UX and improve the overall
performance of the music licensing web app.

Javascript React TypeScript Python UX Design

Senior Fullstack Developer (Contract)

Apprentice.io — New Jersey, USA (2021-2022)

Helped improve the UX and delivered new features in full, building frontend,
backend and tests to certify the web apps for industry-wide use.

Javascript Angular TypeScript Node Sass

Technical Lead (Contract)

Carra — London, UK (2020-2021)

Working closely with the founding team, built web apps that enabled
the business growth, integrated with AI and third-party services.

Javascript React TypeScript Sass Next Node Laravel Vue

Senior Frontend Developer (Contract)

Table CX — San Francisco, USA (2020)

As part of a brand refresh, rebuilt the frontend and improved UX
of the business messenger web app.

Javascript React TypeScript MobX GraphQL CSS-in-JS

Senior Fullstack Developer (Contract)

SharpEnd — London, UK (2019-2020)

Developed frontend and backend for multiple web experiences,
prototype apps and interactive kiosks, integrated with AI and Web3.

Javascript Node React React Native Firebase AWS Lex Web3

Head of Product (Co-founder)

Hedy Grès — London, UK (2018-2019)

Helped create and launch the business, handling UX and everything technical.

Javascript Angular TypeScript Vue Sass Laravel

Senior Frontend Developer (Contract)

Danger Farms — London, UK (2019)

Worked with the tech teams at the agency and client-side to improve the UX,
performance and reusability of a large enterprise product.

Javascript Angular TypeScript Sass

Senior Frontend Developer (Contract)

Moving Picture Company — London, UK (2018)

Worked with the creative and tech teams to build multiple web experiences,
prototypes and internal apps.

Javascript React TypeScript Redux Sass Socket.io Firebase

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Experience (continued)

Lead Frontend Developer (Contract) miPic — London, UK (2017-2018)

Worked directly with the founding team to refactor the web app, improve the performance, user experience and indexability.

Javascript AngularJS Sass PHP UX Design

Senior Experience Technologist (Contract) Publicis Sapient — London, UK (2016)

As part of a globally distributed technical team, helped to rebuild multiple static websites into responsive versions integrated with Adobe Experience Manager.

Javascript AngularJS AEM Backbone Sass

Lead Frontend Developer (Contract) Thread.com — London, UK (2016)

Worked in liaison with the engineering, marketing and styling teams to improve the user experience of their digital product and admin tools.

Javascript React Python Sass UX Design

Senior UI Developer (Contract) Capco — London, UK (2014-2015)

Helped agency partners, the creative and tech teams create multiple prototypes and digital products for UK high street banks.

Javascript React Angular Java Sass

Senior Creative Technologist (Contract) Razorfish — London, UK (2014)

Helped the creative, design and tech teams to plan, develop and launch digital products for UK high street banks.

Javascript Angular Java Python Sass

Mobile Application Developer (Contract) Animade — London, UK (2013-2014)

Helped the founding team develop and launch native and mobile web apps for the Sochi Olympics and partner non-profit organisations.

Javascript Angular Java Node Sass UXDesign

Lead Creative Developer VCCP — London, UK (2011-2013)

Worked in liaison with the account, creative, design and tech teams to bring the most effective digital solution to life on every possible briefing.

Actionscript Javascript Laravel

Senior Flash Developer Isobar Portugal — Lisbon, PT (2007-2011)

Worked with the design and tech teams to build web experiences, adverts and web apps for multiple clients and partners of the agency.

Actionscript Javascript PHP

Web Designer Vale do Lobo Resort — Faro, PT (2003-2007)

Worked with the IT and marketing teams to develop the resort website, internal web apps and interactive kiosks.

Actionscript Javascript ASP