

# Ariane Medina

## Senior Frontend Engineer

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### 👤 Profile

Senior frontend engineer and UX/UI designer with 5+ years owning the full arc from concept to shipped code – pitching features, designing in Figma, and building in React. I lead design systems, accessibility programmes and design-to-code workflows. Nominated for the Dentsu Northstar Award for social impact work. Drawn to work where craft, interaction and the physical world intersect.

### 📁 Professional Experience

01/2025 – Present

#### Lead UX/UI Frontend Engineer

*dentsu Benelux*

- Lead frontend architect on Quality View, the company's largest internal SaaS platform – sole owner of design, implementation and product roadmap end-to-end.
- Nominated – [Dentsu Northstar Award, Social Impact · Girls Empowerment Foundation]
- Conceived, pitched, designed and shipped a new reporting feature independently, adding banner generation with 3D capabilities and cutting DV360 campaign production time significantly.
- Built and maintains the internal design system, unifying UI across tools and embedding a design-to-code workflow into agile sprints.
- Prototyped immersive Google Ads campaign concepts using WebGL and Google Web Designer, bringing 3D visuals into production marketing.
- Reduced codebase complexity by 40% while shipping new features; led WCAG, Core Web Vitals and sustainability audits across the team.

09/2022 – 01/2025

#### Mid-Level Frontend Developer

*dentsu Benelux*

- Owner of UX/UI design and frontend development for internal tooling across the Benelux organisation – responsible for both design and implementation in React and JavaScript.
- Ran multiple A/B experiments focused on client conversion across campaigns.
- Won an internal innovation sprint case competition for Odido.
- Nominated for Dentsu Northstar Award for a social impact project supporting girls empowerment.

01/2022 – 08/2022

#### Mid-Level Developer

*Accenture Brasil*

- Built core features (Pending Payments, Whitelist/Blacklist) for the Safra Bank mobile app in React Native; collaborated across Product, Design and Engineering on responsive web experiences.

10/2020 - 12/2021

### React / React Native Developer (Freelance)

*PayCarbus*

- Built features in React and React Native; contributed UI design in Figma, implemented Scrum and mentored 4 junior developers.

05/2021 - 11/2021

### Frontend Developer (Part-time)

*Iteris*

- Developed a complete mobile application solo; trained in Angular, MySQL, Azure, Agile and API development.

## Skills

**DESIGN** – Figma | Design Systems | Design Tokens | Prototyping | Procreate

**FRONTEND** – React | React Native | TypeScript | JS | CSS3 | Redux | Storybook

**CREATIVE** – Framer Motion | Three.js

**QUALITY** – WCAG / ARIA | Core Web Vitals | Lighthouse CI | TDD

**PROCESS** – Scrum / Kanban | UX Research | Agile

**Frontend Development & Architecture** – React.js, React Native, React Context API, Redux, JavaScript (ES6+), TypeScript, REST APIs, Material UI, CSS3 (Flexbox, Grid, Responsive Design)

**UI/UX & Design Systems** – Figma, Storybook, Design Systems & Tokens, Prototyping, Accessibility (WCAG/ARIA), Framer Motion, Three.js

**Testing & Performance** – Performance Optimization, Web Vitals & Lighthouse Analytics

**Collaboration & Workflow** – Agile (Scrum/Kanban), Cross-functional Collaboration, UX Research & Usability Testing, CI/CD for Frontend

## Education

2020 - 2024

### BSc Computer Science

*UNIFG University*

2017 - 2019

### High School

*La Salle Manaus*

- Honours
- Student Council

## Awards

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25/09/2025

### **Northstar Award 2025**

*Dentsu EMEA*

Nominated for leading a cross-functional voluntary digital transformation project for the Girls Empowerment Foundation.

15/02/2023

### **Odido Marketing Competition**

*Dentsu Benelux*

Developed the most innovative marketing strategy in a cross-functional team, recognized for creativity and impact.

## Languages

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English

Portuguese

Spanish


## Certificates

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**Three.js Journey – Bruno Simon, 2023**

**Programming Logic, Python, Java, JS, Data Structures – Udemy, 2023**

**Object Orientation – DIO, 2021**

**Three.js Journey:**  Advanced Three.js course focusing on interactive 3D web experiences, animations, and dynamic frontend graphics. Applied skills to prototype and implement innovative UI components

## PROJECTS

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### **The Pottery Nook – iOS / Android**

Founder and sole product owner. Building a studio companion app for serious hobby potters in Expo React Native – full ownership across UX, design system, freemium subscription logic (RevenueCat) and offline-first architecture. Started March 2026; targeting launch August 2026.

### **Ceramics Practice & Retail Collection**

Practising wheel-throwing and hand-building since October 2025. Developing a first retail collection spanning form design, surface decoration and brand identity, with planned integration of interactive and biomaterial elements. Enrolling at De Kleiacademie Amsterdam, September 2026.