






Lucas Geisler Dias

FULL STACK DEVELOPER


CONTACT

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TECHNICAL SKILLS


React Next.js Tailwind CSS Vite Node.js MySQL
Express PostgreSQL Supabase React Native TypeScript
JavaScript Bootstrap HTML5 CSS3 WordPress Git
InDesign Elementor JetEngine PhotoShop Illustrator
Premiere Pro After Effects SCRUM


SPECIALIZING & LEARNING


Java Java Web Techniques Figma Cursor Claude


KEY PROJECTS


 **FlowSync**
Kanban board and team management tool designed for clear task flow and collaboration.

 **Flux Finance**
Financial dashboard with a secure vault experience for transactions and account control.

 **HealthCalc**
Mobile health calculator app with BMI and practical day-to-day wellness metrics.

 **SISPE CRM**
Internal system for customer management with integration with the official WhatsApp API and Facebook Leads. This project helped the company save approximately three thousand dollars per month.

 **SISPE EAD**
My first programming project. Entirely created using WordPress as a base, utilizing Elementor and external plugins developed with PHP and Vibecoding. A student platform with video lessons, assessments, and a gamification system.

 **KitSpot**
E-commerce platform focused on soccer jerseys with a smooth shopping and checkout flow.

LANGUAGES

Portuguese Native

English Fluent

EDUCATION

Bachelor of Business Administration
Centro Universitário Leonardo da Vinci - UNIASSELVI
2016 — 2022

 See all my Certifications on LinkedIn

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FULL STACK DEVELOPER

Software Engineer with a "former founder" mindset and a Bachelor's in Business Administration, leveraging 15 years of experience in scaling digital products. Transitioned from visual design leadership to full-stack development to architect core business infrastructures, including custom CRMs and React Native applications. Excels in high-paced, autonomous environments where technical execution directly impacts business growth. Drastically accelerates coding workflows and system architecture through advanced AI-assisted development (Cursor, Claude, Gemini Pro).

PROFESSIONAL EXPERIENCE

Full Stack Developer & Chief Technology Officer Jan 2024 — Feb 2026
SISPE Cursos

Stepping into my first software engineering role, I transitioned from visual design to full-stack development to build the company's core digital infrastructure from the ground up.

- **Sispe CRM:** Architected and developed a custom Customer Relationship Management system using React, Node.js, and MySQL. Successfully integrated the WhatsApp Official API via secure webhooks, allowing the sales team to manage their pipelines and communicate with clients in real-time within a single dashboard.
- **LMS Platform:** Led the technical implementation of ensino.sispe.com.br, an educational portal for online students. Engineered custom plugins and managed student access, progression, and secure content delivery.
- **AI-Assisted Development:** Actively leverage AI coding tools (Cursor) to accelerate boilerplate creation and plugin development, allowing me to learn extremely fast, focus on robust system architecture, and ship production-ready features rapidly.

Video & Audiovisual Leader Mar 2020 — Jan 2024
SISPE Cursos

Took extreme ownership during the COVID-19 pandemic to pivot the company's entire business model from in-person classes to a fully digital, online course platform.

- Led the audiovisual strategy, transforming raw educational content into highly engaging, dynamic online courses using Adobe Premiere Pro and After Effects.
- Managed complex project timelines and structured video workflows that significantly increased student retention and satisfaction during a critical business transition.

Graphic / UI Designer Apr 2010 — Mar 2020
SISPE Cursos

Started my journey shaping the visual identity and user communication for Sispe, bridging the gap between design and marketing performance.

- End-to-End Visual Design: Directed the diagramming and design of all print and digital advertising materials, ensuring brand consistency across multiple channels.
- Performance & Growth: Collaborated directly with performance marketers (traffic managers) to design high-converting ad creatives and landing pages.
- Marketing Automation: Implemented and managed RD Station (starting in 2018), orchestrating lead management, data treatment, and complex email automation workflows to accelerate sales pipelines.
- UX Foundation: Built a deep understanding of User Experience (UX) and visual hierarchy, translating business needs into clean, functional designs—skills that now heavily influence my front-end architecture.