

BEATRIZ FERNANDES

Software Engineer - Technical Product Manager

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ABOUT ME

Software Engineer with 6+ years of experience building and evolving SaaS products, with a background in Communication and Media Studies. My experience spans software development, product discovery, UX/UI and cross-functional collaboration, working closely with Product and Engineering teams to turn business and user needs into meaningful digital solutions.

I'm particularly interested in the intersection of technology, people and product. Through teaching, mentoring and freelance web development, I've also had the opportunity to work directly with clients: listening to their needs, exchanging ideas and building digital experiences from scratch together. I bring technical depth, strong communication skills and a genuine curiosity about the people behind the products I build.

WORK EXPERIENCE

Freelancer — Web Developer

Remote 

March 2026 - present

- Working directly with independent professionals, small businesses, associations and projects to design and build websites and digital experiences from the ground up
- Translate conversations and ideas into digital products and websites that reflect each client's identity, work and needs
- Manage projects end-to-end, from discovery and planning to development, iteration and delivery.

WOOP — Software Engineer

Lille, France 

October 2023 - March 2026

- Worked on Mapo, a mature Ruby on Rails product for route planning and optimization used by logistics, delivery and pickup companies.
- Developed and evolved the product based on customer and business needs, balancing user requirements with technical constraints and long-term maintainability.
- Collaborated closely with an international, cross-functional team across Engineering and Product.

RD STATION — Software Engineer

Florianópolis, Brazil 

August 2021 - October 2023

- Developed scalable features for a large Ruby on Rails SaaS platform, applying TDD and clean-code principles.
- Worked closely with Product teams during technical discovery, helping structure requirements and translate business needs into feasible technical solutions.

- Contributed to architectural decisions and evaluated technical trade-offs for new applications.
- Collaborated with Product and Engineering throughout the product development lifecycle.
- Worked across a large cloud infrastructure using AWS, GCP, Kubernetes and Docker.
- Contributed to a CI/CD engineering team, improving development and deployment workflows.

LE WAGON – Teacher & Batch Manager

Remote, Latin America



May 2021 – July 2023

- Managed the experience of 80+ students and 20+ instructors across multiple Latin American countries.
- Coordinated instructors, schedules and program operations to ensure a consistent learning experience across cohorts.
- Followed student engagement and attendance to identify potential issues early and proactively support students.
- Coached students through technical and interpersonal challenges during intensive product development projects.
- Taught web development, including Ruby, object-oriented programming, SQL and JavaScript.
- Led product design sessions covering UX/UI and Figma.
- Mentored students through end-to-end product development, helping transform ideas into complete web applications.
- Worked in a fully remote, international environment, adapting communication and support to different audiences and contexts.

YU – Full-Stack Developer

São Paulo, Brazil



April 2021 – August 2021

- Worked closely with Product Management during technical discovery and feature definition.
- Developed new features for an internal Ruby on Rails platform used by recruiters.
- Developed a new client-facing product using Ruby on Rails, React and TypeScript.
- Designed and iterated on new user flows using Figma prototypes and user feedback.
- Connected user and business requirements with technical implementation throughout product development.

EDUCATION

Web Development Bootcamp

Le Wagon – São Paulo, Brazil (2021)

Bachelor of Communication and Media Studies

Universidade Federal Fluminense – Niterói, Brazil (2016–2020)

LANGUAGES

- English
- French
- Spanish
- Dutch
- Portuguese