Guilherme Illescas

Senior Software Engineer

Curitiba, Brazil · oi@guilhermeillescas.dev · Portfolio · GitHub · LinkedIn

SUMMARY

I'm Guilherme Illescas, a senior full-stack engineer who cares deeply about the small details in interfaces. Right now I'm a Forward Deployed Engineer at Tela, building AI agents and automation for large companies in Brazil. Before that, I built AI sales tools at AwSales, led product engineering at Conquer (1M+ certificates issued), and co-founded Amank (acquired in 2024).

EXPERIENCE

Forward Deployed Engineer

Jul 2026 – Present

Tela · Full-time · Remote

Tela builds AI agents and automation systems for large companies in Brazil, including Azul, B3, iFood, JusBrasil and Grupo Ultra. As a Forward Deployed Engineer, I work close to customers and own hard problems end to end, from understanding how their operation runs to shipping software that holds up in production.

- Build AI agent workflows, integrations and automations for real customer use cases
- Work directly with customers to understand their systems, processes and constraints, and turn them into software
- Ship production software, not demos, and keep it improving after the first go-live
- Turn repeated customer patterns into reusable products, components and playbooks the team can deploy again
- Make architecture calls and trade-offs on scope, reliability and business impact
- Measure impact in the customer's language: speed, cost, quality, risk and capacity unlocked
- Bring field learnings back into product and engineering so the platform keeps getting better

Senior Software Engineer

Jul 2024 – Jul 2026

AwSales · Full-time · Remote

An AI-powered sales platform: WhatsApp outreach, lead recovery, campaigns, AI assistants, and integrations like Hotmart and Stripe. I work across both the customer platform and the internal back-office, owning features from start to finish.

- Was one of the engineers who built the core of the platform that's live today, shaping key technical decisions: changing flows, adjusting the data structure, and proposing solutions to reach the final result
- Built and maintain the Stripe billing integration: subscriptions, webhooks and the full subscription lifecycle
- Built the internal back-office app (Nuxt + Node) with two other engineers: the tool the operations team uses every day
- Handle customer bugs end to end: taking issues straight from the client and fixing them across the whole stack, from database to frontend
- Built the whole component library from scratch with React, Vite and Storybook, tested with Jest and Playwright: reusable components that keep the UI consistent
- Ship customer-facing features: I design, build and refactor important flows, working closely with Product and Design
- Help drive product discovery: scoping features, simplifying user journeys and keeping the roadmap aligned with the business

Co-founder & Software Engineer

Aug 2025 – Jun 2026

Viralify · Founder · Side project

An AI SaaS that turns viral content into sales: daily AI analyses and AI-generated scripts. I'm the sole owner of product and engineering; my co-founder runs business and content. A part-time side venture, alongside my full-time role at AwSales.

- Built the product end to end: frontend, backend, data modeling (MongoDB) and deployment (Vercel), as the only engineer and owner of every technical and product decision
- Created the AI script-generation engine: it analyzes the scripts of videos that already went viral and generates new scripts tailored to each user's niche, integrating the OpenAI and Anthropic (Claude) APIs
- Implemented the entire Stripe billing layer: recurring subscriptions, webhooks and subscription lifecycle
- Led a product pivot, from a library of viral scripts to an AI script generator, driven by real user behavior
- Traction: 180+ signups and 40 active paying subscribers (~22% signup-to-paid conversion); the subscriber base nearly doubled (19 ’ 40) in the first 6 weeks after launch

Senior Software Engineer

Oct 2023 – Sep 2025

Previdenciarista · Full-time · Remote

A business-critical SaaS platform serving 27K+ active customers: lawyers running pension calculations and legal petitions. I worked across the main product and the website, focused on performance, SEO and reliability.

- Went part-time in Jul 2024 when I joined AwSales (full-time), and kept the platform stable through the transition.
- Improved website performance through targeted refactors and best practices (Core Web Vitals & Lighthouse)
- Improved SEO with structured data, Google Analytics and Google Tag Manager, and tracked the results
- Delivered features across the product with Next.js, TypeScript, Tailwind CSS and React Hooks
- Set up and maintained the CI/CD pipeline for faster, more reliable releases
- Reduced a lot of code complexity through refactors: an easier codebase and a faster team
- Wrote unit and end-to-end tests with Jest and Playwright to keep quality high

Senior Software Engineer

Oct 2022 – Oct 2023

Escola Conquer · Full-time · Hybrid

Promoted to Senior. Conquer Plus is an education platform that reached 5M+ users worldwide and issued 1M+ certificates (still live today). I led the code architecture and the frontend, working across the stack with a strong frontend focus.

- Was the frontend reference for the team: led the code architecture and frontend, making the technical decisions that shaped the platform that's live today
- Led a survey product end to end, frontend and backend: a dynamic survey used from collecting feedback to measuring a student's level
- Built and maintained the internal Design System in Figma and code, with Storybook, so teams across the company could reuse components
- Led the implementation of micro-frontends with Single SPA, each domain deploying on its own
- Joined the product committee and mentored junior and mid-level engineers on both code and product
- Created the projects for the frontend and Node courses and helped build the React course; shipped features (Next.js, TypeScript, Styled-Components) and tuned performance via Lighthouse

Software Engineer

Sep 2021 – Oct 2022

Escola Conquer · Full-time · Hybrid

Joined Conquer Plus as a mid-level engineer and was promoted to Senior in Oct 2022. A hands-on phase: building the product and growing with the team.

- Built features end to end as a full-stack developer, across frontend and backend
- Designed and implemented new features that improved the platform and the user experience
- Fixed bugs and improved the software's reliability and performance
- Supported teammates day to day and created content for the programming courses, turning technical topics into clear lessons

Co-founder & Senior Software Engineer

Jun 2021 – May 2023

Amank (acquired by BHUB) · Founder · Side project

Co-founded Amank, a SaaS platform that helped companies centralize, control and reduce their software costs. I owned the front-end and built it from the ground up while helping run the company day to day. Acquired by BHUB in 2024.

- Co-founded the company and built the product's front-end from zero: a modern stack for usability, performance and scalability
- Helped run the company beyond code: product planning, architecture and end-to-end development, shaping features and UX from the start
- Operated in real founder mode: balancing speed, customer value and technical tradeoffs in an early-stage environment, wearing many hats
- Outcome: Amank stood out in the market and was acquired by BHUB in 2024

Software Engineer

Feb 2021 – Sep 2021

Chamer · Full-time · On-site

Drove feature development across e-commerce platforms and data-driven dashboards in a small, fast-moving team, with REST APIs for seamless database integration.

- Built and shipped key features across platforms with React and TypeScript, improving interaction and functionality
- Spearheaded e-commerce platforms and data-driven dashboards that improved operations and decision-making
- Implemented advanced SEO: improved organic search rankings, traffic and user acquisition
- Optimized application performance: reduced load times and improved responsiveness

Junior Software Engineer

Jan 2020 – Nov 2020

WebTrip · Full-time · On-site

Where I got my start: a versatile role spanning full-stack web work, server management, telephony and IT support in a small team.

- Automated 6+ internal reporting flows with Google Apps Script: manual data entry down 70%, phone calls down 12%
- Designed and implemented 10+ process improvements, reducing turnaround time
- Improved the company's websites (HTML, CSS, JavaScript) and managed Suite CRM for the sales team
- Maintained servers and telephony (IVR + extensions), keeping operations running

SKILLS

TypeScript · Node.js · Vue · OpenAI · Anthropic · Gemini · AI Agents · Workflow Automation · Enterprise Integrations · Next.js · React · Vite · React Query · Nuxt · Prisma · GraphQL · Stripe · WhatsApp API · Tailwind · Storybook · Jest · Playwright · GCP · Docker · GitHub Actions · Figma · MongoDB- · Mongoose · NextAuth · Claude · Puppeteer · Zod · React Hook Form · Zustand · Radix UI · Framer Motion · Three.js · Resend · Vercel · React Hooks · GA · GTM · SEO · Styled Components · Single SPA · Leadership · REST APIs · Founding team · E-commerce · HTML · CSS · JavaScript · Apps Script · Suite CRM · DevOps

EDUCATION

Bachelor's, Computer Software Engineering

Jan 2020 – Dec 2023

Pontifícia Universidade Católica do Paraná (PUCPR)

Full Stack Developer — GoStack Bootcamp 2020
Rocketseat
ReactJS, React Native, Node.js, TypeScript, HTML, CSS