

João Gabriel de Medeiros Pereira

iOS dev for 11 years

I build apps, design systems and tooling that help teams ship safely.

Instagram: [instagram.com/gahmp/](https://www.instagram.com/gahmp/)

LinkedIn: [linkedin.com/in/joao-gabriel-medeiros-pereira-a7384b8a](https://www.linkedin.com/in/joao-gabriel-medeiros-pereira-a7384b8a)

Where I've been

From Objective-C to Server-Driven UI.



PicPay

01/2022 – present

Specialist iOS Mobile Developer

Hitmaker (Server-Driven UI) 11/2025 – present

- Moved from the Design System team into Hitmaker, the Server-Driven UI team, while continuing to support the Design System as a technical reference for architecture and platform decisions.
- Own the integration boundary between native mobile code and React Native, helping platform teams solve communication and interoperability issues across both layers.
- Contribute to the Go backend that acts as a compiler for the company's proprietary Server-Driven UI language, turning it into JSON that the React Native runtime injects and renders.
- Created Generative AI tooling for the SDUI ecosystem, including MCPs that let AI tools interact with the platform and reusable AI skills that provide the context needed to generate screens in the proprietary language.
- Use AI-assisted development to accelerate learning and delivery in Go and other areas outside my original iOS stack, contributing production improvements to the SDUI platform.

Design System 10/2023 – 11/2025

- Helped structure and evolve the Design System for an engineering organization with 100+ developers, supporting adoption across product teams and defining how Product Libraries integrate with the platform.
- Designed the project around Dependency Inversion, with implementation modules separated from interface modules, exposing only the contracts product teams were expected to consume.

- ▶ Created guardrails and DevOps automations to make component development more consistent, including checks that blocked component changes from merging without documentation updates.
- ▶ Built guardrails, scripts and monitoring with Go, TypeScript and Ruby to reduce misuse of legacy modules, guide developers toward supported implementations and track Design System adoption.

Loan Business Unit 01/2022 – 09/2023

- ▶ Cross-team specialist developer supporting multiple teams through shared frameworks that make development faster and more reusable; helped developers every day through pair programming, documentation and technical discussions.
- ▶ Developed a DSL framework using Result Builder that abstracts common implementations such as analytics triggered by actions or screen views, error feedback and UI, making these flows easier to build declaratively.
- ▶ Developed a Feedback Framework that sped up delivery of new features with multiple success and failure scenarios, and made it possible to add new handling remotely without a new app release.
- ▶ Developed a shared Examples module that reduced build times: developers run only what they need for testing, reusing common implementations.
- ▶ Took part in a Buddy program, mentoring three iOS developers who brought technical challenges and topics they wanted to explore in depth.



Greenlight Bank

10/2024 – 05/2025

 international · United States

FREELANCE

Freelance · international

- ▶ Worked on the card customization feature, contributing to the app's modernization and maintenance.



Valid

05/2021 – 08/2024

FREELANCE

iOS Developer (VidaaS)

- ▶ The VidaaS app lets people use digital certificates to authenticate on government websites or apps that integrate with digital certificates.
- ▶ Responsible for features such as certificate issuance, certificate import, in-app purchases for new certificate usage rights, as well as scripts and templates for creating new features.



Cornershop by Uber

2021 – 2022

international · United States

Senior iOS Mobile Developer · international

- ▶ Worked on a global team, communicating in English and collaborating with people from different countries.
- ▶ Integrated push notifications so customers receive updates about their orders.
- ▶ Developed the Timeline (chat) features in the post-sales flow, where customers can view order information, talk to the shopper, change or cancel orders.
- ▶ Refactored the legacy app timeline from Objective-C into a new implementation in Swift.
- ▶ Refactored parts of the main app by migrating Objective-C screens with thousands of lines of code to Swift using a newly proposed MVVM architecture.



Vesti

2021 – 2022

FREELANCE

Flutter Mobile Developer (Freelance)

- ▶ Developed two clothing sales apps: one for wholesale and one for retail.
- ▶ Used MVVM architecture.
- ▶ Integrated native iOS and Android functionality.



XP Inc.

2020 – 2021

Senior iOS Mobile Developer

- ▶ Developed the Investment screen, where clients can view detailed information about a specific investment.
- ▶ Developed a Banner Framework used on multiple screens, enabling the marketing team to display campaigns targeted at specific customers on specific screens.
- ▶ Integrated several modules into the app's main module, proposing integration solutions and supporting the necessary tests.
- ▶ Evaluated the development of new products in the XP Investments app.
- ▶ Monitored code quality to ensure the product followed development standards.



Itaú

2019 – 2020

Senior iOS Mobile Developer

- Maintained Itaú's apps, including Itaú PF, Itaucard, Itaú Empresas and iti, with the goal of reducing customer-facing errors.



Santander

2017 – 2019

 international · Spain

Senior iOS Mobile Developer · international

- Worked on a global Santander Spain project and was responsible for the Apple Watch component of the Santander Globile project.
- Developed a security framework.
- Evaluated the development of new products in the app.
- Monitored code quality to ensure the product followed development standards.



Concrete Solutions

2016 – 2017

Mid-level iOS Mobile Developer

- Evaluated the development of new products in the Itaú Bank app.
- Monitored code quality to ensure the product followed development standards.



Resource IT Solutions

2015 – 2016

Junior iOS Mobile Developer

- Worked on the Santander Bank app, developing new features and contributing to the application's restructuring.



Iterative

2014 – 2015

Junior iOS Mobile Developer

- Developed several apps using Objective-C.