

Marcelo Sousa Ribeiro

Senior Full Stack Engineer · United Kingdom

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SUMMARY

Senior Full Stack Engineer with extensive experience building scalable web applications in Ruby, Python, JavaScript, and frameworks like Ruby on Rails and Next.js. I've led and delivered high-impact projects across industries — robust architecture and seamless user experiences — with strong FastAPI and front-end skills, AWS/Docker setup, and hands-on integration with AI tools and LLMs.

EXPERIENCE

Founding Engineer · FlooxAI

Oct 2025 — Present

London, UK

Founding engineer at FlooxAI — "vibeworking for everyone": a Claude Code-style AI agent connected to the tools people already use (HubSpot, Salesforce, Gmail) plus third-party MCP servers and connectors, so anyone can buy credits and put an agent to work on real tasks.

- Build the agentic core that connects LLMs to business tools and connectors — HubSpot, Salesforce, Gmail, and third-party MCP servers — via LangChain and Composio.
- Ship credit-based workflows that get real work done: buying tickets, booking hotels, preparing events, analyzing analytics and graphical data, and drafting OKRs.
- Wire multi-model LLM access through OpenRouter with vector-database retrieval and agentic orchestration.
- Bring a full-stack and mobile engineering background to ship these AI features end to end.

Senior Software Engineer · Canary Technologies

Mar 2024 — Oct 2025

One of the lead developers on the guest journey — built a significant part of the compendium (the in-hotel digital booklet for amenities, room service, and upgrades) across frontend and backend, with tools deployed to tens of thousands of hotels.

- Built a significant part of the compendium — the in-hotel digital booklet for amenities, room service, and upgrades — across frontend and backend (Stripe, Python, TypeScript).
- Built and launched Apple Wallet / Google Wallet mobile keys for hotels, integrating Apple PassKit, Vostio, and Dormakaba SDKs.
- Built the tipping and feedback service, integrated with Google and TripAdvisor.
- Shipped guest-journey tools deployed to tens of thousands of hotels.

Lead Full Stack Engineer · TPXImpact

Jul 2022 — Feb 2024

Lead full stack engineer building tools for UK local governments to manage council homes, tenants, and tenant-council communication — including systems for benefits and payment collections from council homes — built to GOV.UK standards and accessibility requirements (Ruby on Rails, JavaScript, AWS).

- Led a team of 3 to build and optimize council-management tools, increasing tenant satisfaction by 80%.
- Built systems for benefits and payment collections from council homes.
- Improved UX and UI to GOV.UK standards and accessibility requirements, increasing tool adoption by 60%.
- Planned and executed deployment strategies that streamlined production releases and cut downtime.

Senior Full Stack Engineer · Deliveroo

Jun 2020 — Jul 2022

Senior full stack engineer working across all areas of the platform for the UK's leading food-delivery service — focused on database performance and a large-scale, multi-market sharding effort (Ruby on Rails, PostgreSQL, AWS).

- Drove the data-sharding effort — converted a huge monolithic database to UUID keys and split it across market areas (UK, EU, Emirates), boosting server efficiency by 140%.
- Designed a migration strategy that accommodated a 200% increase in user traffic, breaking a monolithic database into 20+ more performant shards.
- Optimized hard, heavy queries through data denormalization and index improvements, improving load times by 60%.
- Worked across all areas of the platform, backend and frontend.

Senior Software Engineer - BarkBox

Oct 2017 — Nov 2020

Owned payments end to end and was a key developer in warehouse management and fulfillment — supporting a subscription business that grew past 2 million subscribers (Ruby on Rails, JavaScript, TypeScript, Vue.js, AWS).

- Owned the payments system end to end — recurring subscriptions, gift subscriptions, gift cards, and multiple recurrence models (monthly, bi-yearly, yearly, one-time), integrated with Recurly.
- Built the assignment logic that determined which products shipped based on the subscription chosen.
- Supported a subscriber base that grew past 2 million at peak.
- Developed backend payment endpoints that improved transaction accuracy by 80%, and optimized checkout to cut checkout times by 60%.
- Contributed to warehouse management and fulfillment, integrating Pitney Bowes.

Lead Software Engineer - CrystalCommerce

Oct 2015 — Oct 2017

Lead software engineer (team of 6) on a high-traffic marketplace platform for the game and hobby industry — 1,200+ online stores, 2M orders/month, and 5M monthly active users.

- Built an Elasticsearch cluster with geocode search over hundreds of millions of records, cutting unified search from 20+ seconds to ~1 second.
- Added frontend caching and a JSON layer to keep the heavy-traffic platform fast.
- Led the team through a datacenter migration of 40+ servers/instances — DNS, PostgreSQL, MySQL, EC2, and S3.
- Ran the platform at scale: 1,200+ online stores, 2M orders/month, and 5M monthly active users.

SKILLS

Languages: Python, Ruby, JavaScript, TypeScript

Frameworks: Ruby on Rails, React, Vue.js, Next.js, FastAPI

Architecture & Data: PostgreSQL, Elasticsearch, Microservices Architecture, API Development

Cloud & DevOps: AWS, Docker

AI: AI / LLM integration

Leadership: Team Leadership

EDUCATION

Y Combinator

2019

Startup School

University of São Paulo

2008

Bachelor's Degree, Physics with Scientific Software Programming, São Paulo, Brazil