

LUCAS TABOSA

Senior Salesforce Commerce Cloud Developer | SFCC Certified Developer | Fullstack Software Engineer

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PROFESSIONAL SUMMARY

Salesforce B2C Commerce Certified Developer with 5+ years in web development and strong hands-on experience building and maintaining SFCC/SFRA commerce solutions. Skilled in JavaScript, HTML5, CSS3/SCSS, ISML, SFCC controllers, services, jobs, Business Manager configuration, integrations, debugging, and production support. Experienced with headless/PWA Kit initiatives, React/Vue front-end work, marketplace integrations, mentoring, code reviews, and cross-functional collaboration. Comfortable working with REST/SOAP contracts, authentication, data transformation, SFCC service integrations, and AI-assisted development workflows using GitHub Copilot, CLI-based tools, and structured productivity practices.

TECHNICAL SKILLS

Salesforce Commerce Cloud: SFRA, PWA Kit, Business Manager, ISML, Controllers, Services, Jobs, Job Steps, Custom Objects, Site Preferences, OCAPI/SCAPI familiarity, SFCC Log Center, SFCC B2C CLI

Frontend: JavaScript ES6/ES5, React, Vue.js, jQuery, HTML5, CSS3, SCSS, responsive UI, component-based development, storefront performance

Backend & Integrations: Server-side JavaScript on SFCC, REST APIs, SOAP services, authentication, request/response mapping, data transformation, error handling, file processing

AI & Productivity Tools: GitHub Copilot, Copilot CLI, GitHub CLI, Atlassian CLI for Jira/Confluence workflows, SFCC B2C CLI, VS Code, AI-assisted documentation and development workflows

Collaboration & Practices: Git, Agile/Scrum, Jira, Confluence, code reviews, technical documentation, mentoring, debugging, production support

WORK EXPERIENCE

Salesforce Commerce Cloud Developer - ActDigital | December 2024 - Present

Project description: Currently working on SFCC commerce initiatives for enterprise ecommerce operations, combining SFRA maintenance, frontend/backend implementation, automation jobs, integrations, and PWA-related development.

- Develop and maintain SFCC/SFRA storefront features across frontend and backend layers, including ISML, SCSS, JavaScript, controllers, helpers, services, jobs, and Business Manager-driven configuration.
- Owned and implemented pricebook bulk automation work, including custom SFCC job steps and CSV validation logic.
- Led PDP third-party image gallery replacement by moving from an external gallery integration to the platform/storefront OOTB gallery approach, improving maintainability and reducing dependency complexity.
- Implemented PWA/React-related commerce features and integration adjustments, collaborating across SFCC, frontend, QA, and business stakeholders to ensure stable customer-facing behavior.
- Troubleshoot production and QA issues using SFCC Log Center, Business Manager configuration review, service response analysis, storefront debugging, and structured root-cause investigation.
- Use AI and CLI-based productivity workflows, including GitHub Copilot, Copilot CLI, GitHub CLI, Atlassian CLI, SFCC B2C CLI, and AI-assisted documentation practices to accelerate development, analysis, and task management.

Technologies and tools used: SFCC, SFRA, PWA Kit, React, JavaScript, ISML, SCSS, Controllers, Services, Jobs, Job Steps, Business Manager, Custom Objects, Site Preferences, CSV/file processing, REST integrations, SFCC Log Center, Git, Jira, Confluence, GitHub Copilot, Copilot CLI, GitHub CLI, Atlassian CLI, SFCC B2C CLI, VS Code.

Fullstack SFCC Developer - IskayPet | 2024 - January 2025

Project description: Developed and maintained SFCC commerce solutions for major pet retail brands including Kiwoko, Tiendanimal, and Animalis across Spain, Portugal, and France.

- Designed, developed, and maintained SFRA storefront features using ISML, SCSS, JavaScript, jQuery, controllers, and server-side SFCC logic.
- Implemented UI enhancements and reusable frontend patterns aligned with UX specifications and multi-brand commerce requirements.
- Contributed to a reusable Vue.js component library to improve consistency, maintainability, and development speed across projects.
- Worked on fullstack commerce features involving payment flows, storefront behavior, backend logic, and Business Manager-driven configuration.
- Supported performance optimization and defect resolution by investigating SFCC logs, storefront behavior, service responses, and edge cases.
- Participated in Agile ceremonies, code reviews, technical discussions, and documentation to improve delivery quality and team alignment.

Technologies and tools used: SFCC, SFRA, Business Manager, ISML, SCSS, JavaScript, jQuery, Vue.js, payment integrations, Git, Jira, Confluence, VS Code, SFCC Log Center.

Software Developer III - Meta | 2023 - 2024

Project description: Worked on a Salesforce Commerce Cloud marketplace integration project connecting SFRA storefront capabilities with Mirakl marketplace features.

- Led frontend development for marketplace-related SFCC features, translating UI/UX designs into maintainable SFRA templates and styles.
- Customized ISML templates, SCSS, JavaScript, and storefront components to support marketplace product presentation and customer flows.
- Handled server-side SFCC logic and bug fixes using JavaScript, controllers, models, helpers, and integration-related troubleshooting.
- Collaborated with functional, QA, and backend stakeholders to validate commerce behavior, service responses, and business rules.
- Mentored junior developers through workshops, pair programming, code reviews, and explanations of SFCC/SFRA development patterns.
- Investigated and resolved critical issues using SFCC Log Center, debugging techniques, and structured root-cause analysis.

Technologies and tools used: SFCC, SFRA, Mirakl, ISML, SCSS, JavaScript, server-side SFCC JavaScript, Business Manager, SFCC Log Center, Git, Jira, Agile.

Application Developer - IBM | 2022 - 2023

Project description: Maintained and extended SFRA-based ecommerce storefronts, supporting frontend and backend development within enterprise delivery standards.

- Developed and maintained SFRA storefront features using ISML, SCSS, jQuery, and JavaScript aligned with enterprise coding standards.
- Delivered backend solutions using ES5-compliant server-side JavaScript, including controller logic, helpers, and reusable modules.
- Configured and adjusted commerce behavior through Business Manager settings and SFCC platform conventions when required.
- Supported integrations and storefront flows by analyzing API responses, request data, logs, and business logic dependencies.
- Improved maintainability through modular code structure, peer reviews, documentation, and adherence to SFCC best practices.
- Worked within Agile delivery processes, collaborating with QA, business analysts, and other developers to ship stable commerce features.

Technologies and tools used: SFCC, SFRA, Business Manager, ISML, SCSS, jQuery, JavaScript ES5, server-side SFCC JavaScript, Git, Jira, SFCC Log Center.

Frontend Developer & Technical Trainer - OSF Digital | 2020 - 2022

Project description: Built ecommerce frontend components for the Soriana project in Mexico and supported SFCC developer enablement through training and certification preparation.

- Created SFCC frontend components and templates for ecommerce experiences using ISML, JavaScript, jQuery, HTML, CSS, and SCSS.
- Converted business and design requirements into responsive storefront UI while following SFCC/SFRA implementation standards.
- Authored internal training materials, practical exercises, and video tutorials focused on SFCC development and certification preparation.
- Mentored internal and external developers on B2C Commerce Developer certification topics, SFCC fundamentals, and implementation workflows.
- Led workshops and contributed to OSF Academy initiatives, improving onboarding and knowledge sharing across teams.
- Collaborated with delivery teams to review code, explain platform concepts, and reinforce maintainable frontend development practices.

Technologies and tools used: SFCC, SFRA, ISML, JavaScript, jQuery, HTML5, CSS3, SCSS, Git, Jira, training documentation, workshops, video tutorials.

Trainee Frontend Developer - Invista Tech | 2019 - 2020

Project description: Contributed to frontend development initiatives while building practical experience with JavaScript, AngularJS, version control, and collaborative software delivery.

- Developed and adjusted frontend interfaces using Vanilla JavaScript, AngularJS, HTML, and CSS under senior developer guidance.
- Fixed UI issues and supported improvements to usability, layout consistency, and browser behavior across existing applications.
- Worked with version control workflows, code reviews, and task tracking as part of a collaborative development environment.
- Gained hands-on experience reading and modifying larger codebases, following established project structure and coding patterns.
- Supported testing and troubleshooting by reproducing issues, validating fixes, and communicating technical findings to the team.

Technologies and tools used: JavaScript, AngularJS, HTML5, CSS3, Git, task tracking tools, browser debugging tools.

Freelance Web Developer - Remote | 2019

Project description: Built small-scale web projects and provided development support while completing university studies and strengthening practical web development skills.

- Delivered small web projects and custom frontend features based on client needs, focusing on clear layouts and functional user flows.
- Used HTML, CSS, and JavaScript to build and adjust pages, forms, and interactive behaviors for early-stage web initiatives.
- Communicated directly with stakeholders to understand requirements, clarify expectations, and deliver iterative improvements.
- Applied version control and basic deployment practices while developing stronger professional software development habits.
- Built foundational professional experience by delivering practical web features, organizing tasks, and improving code quality through feedback.

Technologies and tools used: HTML5, CSS3, JavaScript, Git, browser developer tools, basic deployment workflows.

EDUCATION & CERTIFICATIONS

System Analysis and Development - Wyden Unifanor (Bachelor's Degree)

Salesforce B2C Commerce Developer Certification - Salesforce

LANGUAGES

Portuguese: Native | English: Fluent | Spanish: Intermediate | Chinese: Intermediate