

Fernando Lira

Staff-level Technical Leader building payments platforms and developer tooling for e-commerce across Latin America.
hi@liraf.dev | <https://www.linkedin.com/in/liraf> | São Paulo, SP, Brazil | <https://github.com/lira>

EXECUTIVE SUMMARY

Technical Leader with over 20 years in software, providing technical leadership across a 42-engineer, 5-squad organization in Fintech Online Payments (P&P) and owning the architecture, technical direction and roadmap of Mercado Pago's official e-commerce payment integrations at Mercado Livre.

I build the platform layer that connects 7 commerce platforms (WooCommerce, Magento, VTEX, Shopify, Salesforce, PrestaShop and Tienda Nube) to a payments ecosystem that processed US\$3.63B in TPV and 50M transactions in 2025 (+23% YoY into H1 2026), serving thousands of sellers across Latin America.

Recently focused on Go backend platforms (Fury) and developer experience: driving AI-assisted development across the team, a Claude Code plugin marketplace, and internal tooling for the plugins' AWS EC2 environments.

HIGHLIGHTS

20+ years in technology	10+ years in e-commerce
7 integrated platforms	US\$3.63B ecosystem TPV (2025, +23% YoY)

EXPERIENCE

Software Technical Leader | Mercado Livre

- January 2023 - Present | 3+ years
- Technical lead across a 42-engineer, 5-squad organization in Fintech Online Payments (P&P), setting architecture, technical direction and engineering standards, plus the roadmap of the Mercado Pago e-commerce payment integrations.
 - Own the architecture and evolution of the integrations connecting e-commerce plugins (WooCommerce, Magento, VTEX, Shopify and more) to the Mercado Pago ecosystem, serving thousands of merchants across Latin America.
 - These integrations run within the P&P ecosystem, which processed US\$3.63B in TPV and 50M transactions in 2025 (+23% YoY into H1 2026).

Sr Software Engineer | Mercado Livre

- October 2020 - December 2022 | 2 years 3 months
- Led the architectural refactoring of official Mercado Pago plugins for major e-commerce platforms.
 - Built automation and version-management tooling that cut deployment time and streamlined support operations.
 - Designed and evolved scalable microservices in a multi-cloud environment (AWS and GCP) on the internal Fury platform.

Senior Software Engineer | Dasa

- September 2019 - October 2020 | 1 year 2 months
- Architecture and development of high-performance APIs (REST and GraphQL) and microservices for the healthcare sector.
 - Modernization of the tech stack with containerized applications (Docker/Kubernetes) and integration of CMS platforms (Drupal/WordPress) with React/Gatsby frontends.

Software Development Specialist | Printi

- July 2018 - August 2019 | 1 year 2 months
- Technical leadership in the architecture of scalable microservices and integration of legacy systems with Cimpres global APIs.
 - Development of complex ecosystems using PHP (Symfony/Laravel), Node.js, Redis and Elasticsearch, orchestrated via Kubernetes.

Senior PHP Developer | Mobly

- July 2014 - July 2018 | 4 years
- Architectural evolution of the e-commerce platform and critical B2B integrations (Marketplaces, ERPs, and Logistics Partners).
 - Creation and maintenance of Open Source libraries on GitHub (official Mobly SDKs), fostering an open-source culture within the team.

Senior PHP Programmer | Portal Webrun

- November 2010 - June 2014 | 3 years 7 months
- Led infrastructure migration from on-premise to cloud computing (AWS and Digital Ocean), ensuring higher portal uptime.

System Operations Analyst | Locaweb

- May 2006 - November 2010 | 4 years 6 months
- Advanced administration of Linux servers, troubleshooting database performance and large-scale client migrations.

Support Analyst | G&P

- June 2004 - May 2006 | 2 years
- Level 1 to 3 technical support for ISPs (UOL), handling network and connectivity demands and VIP clients.

KEY PROJECTS AT MERCADO LIVRE / MERCADO PAGO

WooCommerce Plugin (Mercado Pago) | October 2020 - Present

- Official Mercado Pago payments plugin for WooCommerce, the wallet's flagship e-commerce integration and the one with the largest seller base.
- Continuous evolution of the plugin: Checkout Pro, Transparent Checkout, Pix, boleto and cards.
- Rewrote the plugin core with an extensible gateway architecture (PHP 7.4+).

Developer Experience, AI and automation | 2026 - Present

- Drove AI-assisted development to 98% adoption (41 of 42 engineers active, ~170M output tokens in a 4-week window), making it the team's default workflow rather than a pilot.
- Modernized the delivery pipeline across the P&P CORE portfolio (26 services); deployment frequency rose ~10% (525 deploys) over the same window.
- Contributed to an internal tool that manages the plugins' AWS EC2 environments, and built a Claude Code plugin marketplace for the team.

Core plugin and platform integration layer | 2023 - Present

- Central backend layer that connects e-commerce plugins to the Mercado Livre and Mercado Pago ecosystem, shielding external platforms from the complexity of internal services.
- Integration services that communicate with the ecosystem's internal applications, orchestrating domains such as transaction, identification, configuration, notification, payment methods and monitoring.
- Designed the event-driven service that resolves each transaction's state (paid, pending, expired) from payment and order events on BigQueue (Fury) and drives webhook notifications to downstream systems.

Next-generation APIs (Fury) | 2026 - Present

- Next generation of backend integration APIs, built on Mercado Livre's Fury platform.
- Orders, transactions and configurations APIs (Go).
- Segmentation proxy and business APIs (Go).

SKILLS

Languages: PHP, JavaScript, TypeScript, Go, Python, Java, Kotlin

Payments: Payment integrations, Checkout Pro, Transparent Checkout, Pix, boleto, cards, Anti-fraud, Device fingerprinting, Secure credential handling

Platforms: Mercado Pago, WooCommerce, Magento, Adobe Commerce, Salesforce Commerce Cloud, VTEX, Shopify, PrestaShop

Backend & Cloud: Node.js, AWS, GCP, Fury, Docker, Kubernetes, Microservices, Event-driven architecture

Databases: MySQL, PostgreSQL, Microsoft SQL Server, Redis, Elasticsearch, Solr

Practices: Technical Leadership, System Architecture, System Design, Distributed Systems, API Design, CI/CD, Observability, Cloud Architecture, Capacity Planning, Agile/Scrum, Mentoring

EDUCATION, LANGUAGES & CERTIFICATIONS

Postgraduate in Web Engineering | Senac São Paulo | 2015 - 2016

Bachelor's in Information Systems | Universidade Bandeirantes | 2006 - 2010

Languages: Portuguese: Native, English: Full Professional, Spanish: Professional Working

Training & Certifications: Magento Checkout Pro, WooCommerce Configuration, WooCommerce Integration, Tech Lead Program, Technology Leadership Week, Clean Code and Clean Architecture, Artificial Intelligence for Developers

SELECTED OPEN SOURCE

Buscapé PHP SDK: A PHP library for integrating with the Buscapé APIs for E-commerce.

Salesforce FUEL SDK: Transformation of the Salesforce FUEL SDK with PHP autoloader and namespace support.