

Full-Stack Software Engineer with over 6 years of experience building products from concept to launch. I specialize in creating seamless applications by combining robust backend architecture in Laravel with high-performance, reactive frontends using Vue.js, Nuxt.js, and Tailwind CSS. I am passionate about solving complex challenges to deliver solutions that are not only powerful but also intuitive, cost-effective and visually attractive.

Experience

Grupo Cantaritos

Durango MX

Lead Developer & Product Consultant

April 2022 – Present

- Led the development of a Point of Sale (POS) system, transforming it into a multi-tenant SaaS product, which was successfully commercialized and deployed to various restaurant businesses.
- Established an initial MRR, validating the business model and creating the foundation for future expansion.
- Reduced inventory losses by 15% during the first year of use, as quantified by closing audits.
- Automated the expense reporting process, decreasing processing time from 40 to 4 hours monthly (a 90% reduction).

Product Developer (Freelance)

Durango MX

Custom Software Project

January 2021 – Present

- Developed **Book Fortuna**, a marketplace platform for the tourism sector connecting operators with a network of over 30 sales promoters. The platform is also open to the public.
- Processed a transaction volume of \$15,000 USD within the first 3 months through the platform, fully automating commission payouts with Stripe.
- Built **Casting!**, a talent management platform for a voice-over agency, designed to handle large volumes of digital assets (over 70,000 audio files to date).

C10 Creations

Durango MX

Creative Developer

June 2019 – January 2021

- Developed an interactive landing page for a continental campaign by **Grupo Modelo (AB InBev)**, capturing over 75,000 user interactions in its first month.
- Delivered over 10 websites and interactive applications for B2C marketing campaigns, working in a high-pressure environment with design and production teams.

Technical Skills

Technical:

- **Core Technologies:** Laravel, PHP, AWS (EC2, S3, Lambda, IAM), RESTful APIs
- **Frontend:** Vue.js, Nuxt.js, astro, JavaScript (ES6+), Tailwind CSS
- **Databases:** MySQL, Firebase, PostgreSQL, DynamoDB
- **CMS:** PayloadCMS, Strapi, Headless Wordpress
- **DevOps & Other:** GitHub Actions (CI/CD), Stripe

Languages:

- **Spanish:** Native
- **English:** Fluent

Interests:

- **Professional:** SaaS product development, Software Architecture, Fintech and Marketplace business models.
- **Personal:** Video games (Tycoon/City Builders/Simulators), home automation and self-hosting projects (Homelabs), photography and hiking, probability and statistics.

Education

Universidad Tecnológica de Durango

Durango, MX

B.S. in Information Technology

September 2015 - May 2019

Thesis: Serverless AWS Infrastructure for a Point of Sale (POS) System

Academic Merit Award