Danilo de Luna

Senior Full Stack Web Developer

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Professional Summary

Experienced and versatile Senior Full Stack Developer with 17+ years of hands-on experience in building and maintaining high-performance web applications. Proficient in PHP, Laravel, WordPress, and RESTful API integrations. Strong background in eCommerce, booking systems, and custom CMS development. Adept at database optimization (MySQL), server management, automation, and secure web development. Known for delivering production-ready solutions independently and collaboratively, with a strong eye for web design, clean UI/UX, SEO, and mobile responsiveness.

Professional Experience

Senior Full Stack Developer

Outbounders LLC
August 2012 – Present

- Led the development team in planning, assigning, and reviewing tasks to ensure timely and high-quality delivery of web projects.
- Actively coded and architected scalable, integration-ready web applications, ensuring optimal performance and maintainability.
- Collaborated directly with clients, support teams, and internal departments (e.g., payroll, HR) to gather requirements and deliver tailored solutions.
- Handled bug reports and feature requests, providing quick resolutions and consistent support for live systems.
- Reported directly to the CEO on project status, timelines, risks, and technical decisions.
- Oversaw server administration, including applying security patches, managing deployments, and performing regular database maintenance.
- Spearheaded developer hiring and task delegation, ensuring team capability aligned with business goals and budget efficiency.
- Proposed technical strategies to improve system performance, developer workflow, and cross-department collaboration.

Backend Web Developer

Oxydo MMS
April 2012 – August 2012

- Designed, developed, and maintained robust backend systems and RESTful APIs to support mobile app integrations and cross-platform functionality.
- Collaborated closely with mobile developers to ensure seamless data flow and reliable backend performance.
- Maintained and enhanced client websites and web applications based on custom specifications, ensuring performance, scalability, and usability.

Freelance Web Designer & Developer

Various Clients
February 2012 - April 2012

- Designed and developed custom WordPress and e-commerce websites aligned with client goals and brand identity.
- Delivered responsive, user-friendly interfaces with attention to performance and SEO.
- Participated in and won multiple web design contests, refining both creative and technical skills under competitive pressure.

Web Developer / IT Specialist

Transcripro Philippines Inc.
August 2007 - May 2012

- Developed and maintained internal web applications including e-learning platforms, payroll systems, and custom web tools tailored to operational needs.
- Provided on-site technical support, troubleshooting hardware/software issues, and training staff on new systems.
- Installed and configured specialized transcription software and ensured compatibility with company workflows.
- Designed and implemented local network infrastructure, improving system reliability and performance.
- Built and maintained IVR (Interactive Voice Response) systems to streamline client communication and call routing.

IT Instructor

Agoo Computer College
June 2006 - June 2007

- Taught lectures and hands-on sessions in programming, computer fundamentals, and IT-related subjects to college-level students.
- Provided practical training in spreadsheet applications (e.g., Microsoft Excel) and introductory programming concepts.
- Mentored students on technical projects and reinforced industry-relevant skills.
- Completed a TESDA-accredited competency-based curriculum seminar to align teaching methods with national standards.

Skills

Proficient in:

- PHP
- Laravel
- WordPress (PSD to HTML, Custom Theme Development)
- MySQL / MariaDB
- API Integration
- CodeIgniter
- HTML5, CSS3, Responsive Design
- Stripe & PayPal Payment Gateway Integration
- Git (Version Control)
- Web Design
- UI/UX Design
- Adobe Photoshop
- PhpStorm
- WHM / cPanel

Experienced With:

- Project Management
- Server Management
- CI/CD Automation
- Docker
- PHPUnit
- PostgreSQL
- Vue.js
- React.js
- Python (used for automation and AI integration)
- Google Apps Script (email automation, PDF generation)
- OpenAI Integration
- Shopify (Customization and Store Integration)
- Figma
- SEO
- Google Analytics & Google Search
- Facebook Ads
- Figma

Familiar With:

- Node.js
- TypeScript
- GraphQL
- Firebase
- Supabase
- LangChain (AI Orchestration)
- Airtable (API & Workflow Integration)
- Telegram Bot Integration
- Make.com & Zapier Automation

Education

Bachelor of Science in Computer Science

University of Baguio
Graduated October 2005

- Developed a Guidance Counseling System as part of On-the-Job Training (OJT) requirements.
- Created a Bus Reservation System as a capstone thesis project, demonstrating early skills in system design and development.
- Athletic Awardee and Team Captain of the university's varsity chess team from sophomore year; led the team to five consecutive championships.