



Roman Staroseltsev

PHP Developer

Projects 2011–2017

Novosibirsk, Russia

Total technology stack for the period

Backend

- **Core:** PHP (4–5), MySQL, PostgreSQL.
- **Frameworks:** Laravel, Zend, Kohana, CakePHP, CodeIgniter, Pipes microframework, Node.js (experience in small projects on Express, Loopback, KnexORM).
- **CMS:** WordPress, Joomla, 1C-Bitrix.
- **DevOps & Tools:** Apache, Nginx, Composer, npm/PM2, Git, Mercurial, Redmine, Confluence, Jira, PhpStorm, xDebug, firebug, SCRUM.
- **Integrations:** Stripe, Swagger, OAuth, crontab, regexps.
- **Linux:** Ubuntu, Debian, Red Hat, Fedora; command line, SSH, environment setup, network and user management, processes and services.
- **Windows:** installation and configuration of OS, client and server software.

Frontend

- **Оснoвнoе:** JavaScript, HTML5, CSS3, Ajax, jQuery, jqPlot, JSON
- **UI & visualization:** Bootstrap, Twig, Smarty, jQuery Mobile, Google Maps API, Highstock, DataTables, select2, etc.

Additionally

- SEO, 1C (7/8), Zebra barcode systems

Certifications (2012–2014, Brainbench):

- [PHP 5.4](#)
 - [MySQL 5.6 Administration](#)
 - [CSS3](#)
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Job Experience

- **05.2017 – 10.2017 – PunicApp**
Company website: <https://punicapp.com>
Position: PHP Developer
Project: Russian franchise of the **PizzaHut** restaurant chain (<https://punicapp.com/case/pizzahut>)

Project context:

The work was carried out as part of a short-term commercial contract with the company's key client — the Russian PizzaHut restaurant chain. The project was handed over from a previous team as a set of files without established processes or environments, which required active involvement not only in development but also in infrastructure-related tasks.

Responsibilities and results:

- Developed several new features:
 - Menu import with automatic category creation, price updates, and inventory availability tracking across restaurants;
 - Automatic scheduled menu switching for the restaurant network.
- Performed backend code refactoring across multiple project codebases, including a CMS built on Zend Framework.
- Made changes to the CMS frontend (UI logic, jQuery).
- Took responsibility for DevOps tasks:
 - Set up and established Git Flow;
 - Deployed the project across all environments, including production.
- Together with the team, participated in the release of the updated website and backend system for the client, as well as the accompanying mobile applications.

Tech stack: PHP 5.6, Zend Framework, MySQL, Nginx, Ubuntu, jQuery, JavaScript plugins, Git

• 08.2016 – 05.2017 – Magora Systems

Company website: <https://magora-systems.ru>

Position: PHP Developer

Projects:

- External client projects for the European market
- Internal company projects and subsystems

Responsibilities:

- Development and support of the company's external and internal projects (backend-focused).
- Design and implementation of APIs, integrations with external services.
- Maintenance and further development of existing solutions, development of new modules.

Results:

- Designed the architecture and implemented most of the functionality, including the API, for the football betting platform **onTheTeam** (UK).
- Enhanced the email correspondence statistics system **GmailMetrics** (Google Mail API).
- Participated in the development of a customer accounting system (**Favoloso** project, Italy).
- Participated in backend development for the event guide application **ShowApp**.
- Participated in the development of the educational project **Mixaline**.
- Developed a satellite website generation system for marketing research purposes.
- Developed a number of system utilities for internal company needs.
- Restored the company's frontend website after a hacking incident.

Tech stack: Laravel 5.3, MySQL, PostgreSQL, Node.js (Express, Loopback, KnexORM), WordPress, Stripe, Swagger, OAuth, Docker

• 06.2015 – 07.2016 – Amber Software

Position: PHP Developer

Projects:

- Electronic restaurant menu system.
- Advertising platform with a subscription system and mobile application storage.
- Internal accounting system.
- Amazon crawler and API for a Google Chrome extension.
- Several WordPress-based landing pages.
- Clients included companies from Singapore, Malta, the USA, as well as international startup teams.

Responsibilities:

- Independent end-to-end backend development of projects.
- Architecture design and database schema design, implementation of APIs, admin panels, user dashboards, and business logic.
- Integration with external services and mobile applications.
- Porting parts of the functionality from PHP to Node.js.
- Database optimization (indexes, queries, MySQL and PHP configuration).
- Server environment setup, deployment, and ongoing project support.
- Template markup and UI customization.
- Manual testing and task effort estimation.

Results:

- Designed database architecture and implemented APIs for a number of commercial projects.
- Built user dashboards and admin panels with the required product management functionality.
- Developed an Amazon crawler and API for integration with a Google Chrome extension.
- Ported selected modules to Node.js, improving page parsing performance.
- Implemented parts of the company's internal accounting system.
- Customized admin panel UI and reworked landing page layouts for WordPress.

Tech stack: PHP 5.5, MySQL, Kohana, Node.js (PM2), Composer, Apache/Nginx, Ubuntu;
Frontend: Bootstrap, HTML5/CSS3, jQuery, Highstock, Google Maps API, DataTables, etc.

- **09.2014 – 05.2015 – Siberian Health Corporation**

Company website: <https://siberianhealth.com>

Position: PHP Developer

Project: Internal portal of Corporation

Responsibilities:

- Maintenance and development of the internal corporate portal.
- Code optimization and refactoring, bug fixing.
- Development of new functionality and enhancement of existing features.
- Development of tools for working with financial reports, inventory management, and mailings.

Results:

- Implemented a number of new modules: tools for financial reporting, product management and accounting, mailings, and other corporate tasks.
- Performed comprehensive refactoring and bug fixing, improving the stability, performance, and overall quality of the portal.

Tech stack: PHP 5.4, Kohana Framework (MVC), Oracle, MySQL, JavaScript (jQuery, Ajax, JSON), Bootstrap, Ubuntu, Git, PhpStorm, xDebug, Firebug

- **04.2013 – 08.2014 – SoftLine Group**

Company website: <https://softline.ru>

Position: PHP Developer

Projects:

- [Allsoft.ru](https://allsoft.ru) — software e-commerce platform.
- Partner shopping carts.
- Regional stores: [Allsoft.ua](https://allsoft.ua), [Allsoft.by](https://allsoft.by), [Allsoft.kz](https://allsoft.kz).
- **soft.mail.ru** portal (later rebranded as <https://hi-tech.mail.ru>).

Responsibilities and Results:

- Developed frontend markup from scratch for the main e-commerce platform, regional websites, and partner shopping carts.
- Integrated markup into TWIG and Smarty templating engines.
- Designed and introduced a unified internal standard for frontend markup testing.
- Optimized frontend markup for cross-browser compatibility according to the adopted standards.
- Participated in SCRUM processes: planning sessions, retrospectives, and daily stand-ups.
- Provided full technical support for the **soft.mail.ru** project (~65K daily unique users).

Tech stack: PHP, CodeIgniter, 1C-Bitrix, HTML5, CSS3, TWIG, Smarty, Git, PhpStorm, Redmine, SCRUM

- **07.2012 – 03.2013 – Arello-Mobile**

Position: PHP Developer

Projects:

- Geospatial information service for urban infrastructure (Switzerland).
- **Pushwoosh** mobile push notification service.
- World Bank loan tracking tool for multiple countries.

Responsibilities and Results:

- Bug fixing and refactoring of both backend and frontend parts of the projects.
- Design and development of new functionality.
- Maintenance and further development of existing solutions across multiple company products.

Tech stack: PHP, MySQL, CakePHP, Pipes microframework, HTML, CSS, JavaScript (jQuery, underscore.js, jQuery Mobile), Ajax, Twitter Bootstrap, jqPlot, Google Maps API, Mercurial, Jira, Confluence

- **01.2012 – 03.2012 – Institute of Economics SB RAS**

Position: PHP Developer (freelance)

Project: Website for the editorial office of the "ECO" economic magazine – <https://ecotrends.ru>

Responsibilities and Results:

- Full website development lifecycle: from domain registration and hosting setup to production release.
- Preparation of technical requirements and coordination of development stages with the client.
- Designed user flows, website structure, and database schema; configured domain and hosting.
- Customized and implemented required CMS components and modules.
- Developed page templates and partially populated the website with content.
- Conducted testing, project presentation, release, and prepared training materials for staff.
- The project was developed and launched within three months and remains operational.

Tech stack: PHP, MySQL, Joomla, HTML, CSS

- **07.2011 – 07.2012 – Zip-Art**

Position: Web & IT Specialist / System Automation

Project: Website for the designer clothing manufacturer "ZipArt"

Responsibilities and Results:

- Development and promotion of the company website (SEO, advertising campaigns in VK and Google).
- Maintenance and further development of the company's internal IT services.
- Migration of business processes to 1C 8, including accounting and document workflow setup.
- Implementation of a barcode-based warehouse inventory system.
- Structuring the client database, configuring mailings, and establishing customer interaction processes.
- Development and implementation of inventory and document management workflows.
- Consulting and training employees on the use of implemented tools and systems.
- Improved warehouse efficiency.
- Successfully launched the company's retail store.

Tech stack: PHP, MySQL, HTML, CSS, 1C 7 / 1C 8, SEO, Zebra barcode systems