

About Me	Full-stack engineer with 25+ years of hands-on experience architecting scalable, high-performance web platforms. Deep expertise in Laravel, modern JavaScript frameworks, and Linux-based ecosystems. Known for crafting clean, responsive UIs, building lightning-fast APIs, and delivering data-driven solutions that fuel growth for startups, enterprise teams, and high-traffic environments. I lead with technical vision, execute with precision, and bring a roll-up-your-sleeves mindset to every challenge.
Core Skills	Backend & APIs: PHP 8, Laravel 12 (Sanctum/Passport), Node.js, REST, GraphQL, WebSockets, Oauth Frontend: Vue 3 + Vite, Pinia/Vuex, Vue Router, Tailwind CSS, JavaScript/TypeScript (ES6+), Responsive UI Data & Storage: MySQL 8, PostgreSQL (PostGIS), Redis (cache/queues/Horizon), MongoDB, SQLite, Amazon S3 DevOps & Cloud: AWS (EC2/S3), Laravel Forge, Docker & Docker Compose, NGINX, Linux, Supervisor, CI/CD (Bitbucket Pipelines), Git Observability & QA: Logging/monitoring & alerts, PHPUnit/Pest, Postman, load/performance tuning Integrations & Messaging: Twilio (SMS), Mailchimp, Zapier, Webhooks, Google Analytics/Optimize, WordPress(custom plugins) AI/LLMs: OpenAI, Claude, Grok, DeepSeek (tool use/agent patterns, retrieval) Practices: Agile/Scrum, code reviews, runbooks, security (SSL/TLS, IP allowlists, API key management)
Professional Experience	Digital Initiatives LLC – Lead Web Developer 04/2016 – 09/2025 <ul style="list-style-type: none">Built PrudentPet's quoting platform end-to-end: UML/Postgres data model, secure partner API integrations, and multiple Vue.js UIs configurable via database. Ran A/B tests (Google Optimize) with a custom in-house analytics system. Delivered customer and agent portals and automated policy workflows via Mailchimp, Twilio (SMS), and Zapier. Orchestrated scheduled jobs across a distributed architecture (UI, quoting engine, customer portal, agent portal, messaging) to keep systems in sync. Built ad-hoc automated reporting and integrated server-hosted BI dashboards.Designed and shipped a real-time messaging app to replace a deprecated third-party service—built with Laravel, Vue.js (Vite), Tailwind, MySQL 8, and WebSockets (Pusher). Delivered in under one month; in production 2+ years with company-wide adoption and evaluated as a potential standalone product.Led a 3-engineer, 48-hour sprint to design, build, and deploy a real-time claims-mapping app during the Texas floods for Digital Initiatives' auto-insurance arm. Ingested claims, mapped submerged vehicles, routed tow trucks, and synced claim status live—cutting response times and saving the company thousands.Served as sole developer/architect for ClaimPix and MoveMatcher—DB schema, APIs, UI—and stood up surrounding systems (CI/CD, monitoring, access controls, runbooks). Transitioned ownership post-launch to focus on PrudentPet, the primary revenue driver.Led a 4-month daycare-platform POC delivering real-time distance-based routing and provider search on PostgreSQL/PostGIS; shelved post-POC after a business-model review.Supported 40+ WordPress sites across internal businesses: implemented security and disaster-recovery controls (IP allowlisting, SSL, automated backups, VPN, API encryption, key management). Built custom WordPress plugins, including a responsive embedded quoting widget that generated PrudentPet quotes directly in the CMS without redirects.

- Established DevOps/sysops standards: AWS EC2/S3, Laravel Forge provisioning, Bitbucket/Jira/Confluence workflows, and CI/CD + monitoring to maintain high uptime, performance, and security. Documented operational playbooks in the internal wiki.

PCTEL (formerly Nexgen Wireless) – Web Developer 05/2011 – 11/2015

- Architected and led end-to-end delivery of enterprise-grade analytics platforms for top telecoms—driving network optimization, automating reporting with dynamic Excel outputs, accelerating PostgreSQL performance for massive datasets, and spearheading a full-stack UI overhaul for seamless user experience.

ForSaleByOwner (Tribune Company) – Web Developer 08/2009 – 05/2011

- Drove platform-wide modernization—engineering scalable photo workflows, integrating appraisal APIs, building robust financial ops modules, and refactoring legacy systems to meet today's performance and maintainability standards.

Tukaiz Marketing – Web Developer 02/2008 – 08/2009

- Led development of geo-targeted lead routing with Google Maps API, scaled email automation to 3M+ weekly sends, and built resilient data systems that streamlined org-wide workflows.

Zacks Investment Research – Web Developer 04/2007 – 02/2008

- Delivered a custom CMS powering high-traffic financial sites with granular access controls, re-architected platform modules for scale, and led dev process modernization through MVC adoption and version control best practices.

Where2GetIt – Web Developer 12/2006 – 04/2007

- Delivered a high-performance reporting app that elevated client insights, while enhancing front-end UX and optimizing conversion workflows across key customer touchpoints.

Motorola – System Administrator / Developer 03/1998 – 12/2006

- Managed hybrid Unix/Windows environments and administered high-traffic IIS/Apache servers hosting dynamic internal apps—streamlining deployments, upgrades, and system operations across the org.
- Engineered internal tooling and automation, including a real-time job tracking web app and scripted workflows for account management, content publishing, and OS image rollouts—cutting manual overhead and boosting operational efficiency.

Education & Certifications

M.S., Computer Information Systems – University of Phoenix, 2000

B.S., Electrical Engineering – DeVry Institute of Technology, 1994

Certifications: MCSA, CompTIA Security+, Network+, A+