Danilo de Luna

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

Wordpress Developer
Cosmick Medial LLC
Oct 2025 – Feb 2026

- Resolved development tickets and implemented feature enhancements for WordPress websites based on client requirements. Maintained and updated existing WordPress sites, troubleshooting issues, improving functionality, and ensuring stable performance. Worked closely with the team to deploy updates, fix bugs, and support ongoing website improvements.

Senior Full Stack Developer
Outbounders LLC
August 2012 – September

- Led the development of a web platform launched in 2012, scaled to 100,000+ users, overseeing architecture, integrations, and long-term maintainability - servicing users up to this day.
- Directed a team of developers through planning, task delegation, and code reviews to ensure timely, high-quality delivery.
- Actively contributed to coding and technical decision-making, implementing scalable solutions and system optimizations.
- Collaborated with clients and cross-department teams (HR, payroll, support) to gather requirements and deliver tailored features.
- Managed server administration, deployments, and database maintenance, including applying security updates and performance tuning.
- Responded to bug reports and feature requests, providing quick resolutions and continuous improvements.
- Reported project progress, risks, and strategic recommendations directly to the CEO.
- Spearheaded developer hiring and onboarding, aligning team skills with business goals and budgets.

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.
- 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)
- Shopify (Customization and Store Integration)
- MySQL / MariaDB
- API Integration
- CodeIgniter
- HTML5, CSS3, Responsive Design
- Stripe & PayPal Payment Gateway Integration
- Github, Gitlab, Bitbucket
- Web Design
- UI/UX Design
- Adobe Photoshop
- PhpStorm
- WHM / cPanel
- Jquery
- Bootstrap

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
- Figma
- SEO
- Google Analytics & Google Search
- Figma
- Agile / Scrum methodologies
- Jira, Trello, Asana
- SPF, DKIM, DMARC configuration
- SMTP troubleshooting
- Security best practices (SSL, firewalls & Laravel apps)

Familiar With:

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

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.

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