

FRANCISCO JAVIER COLÓN-RODRÍGUEZ

Full Stack Laravel Developer

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PROFESSIONAL SUMMARY

CTO and Co-Founder with 10+ years of experience architecting and scaling Laravel-based SaaS platforms. Proven technical leader with expertise in building high-traffic applications from 0 to 112K+ users, processing 120K+ annual transactions. Specialized in payment gateway integrations, real-time data processing, RESTful API development, and modern full-stack technologies. Track record of transforming technical vision into market-leading products in competitive industries.

TECHNICAL SKILLS

- **Backend:** Laravel 10/12, PHP, MySQL, RESTful API Design & Development, MVC Architecture
- **Frontend:** Livewire, Vue.js, Blade, Tailwind CSS, HTML/CSS, JavaScript
- **Payment Systems:** PayPal, ATH Móvil, Stripe
- **Integrations:** RaceResults, MyLaps, Trello API, Real-time APIs
- **Tools & DevOps:** Git, Server Administration, Linux
- **Other:** Adobe Creative Cloud, Google Web Designer, Microsoft Power Automate

PROFESSIONAL EXPERIENCE

CO-FOUNDER & CHIEF TECHNOLOGY OFFICER

MiCarreraPR LLC | San Juan, Puerto Rico | Jan 2020 - Present

- Architected and sole-developed Puerto Rico's leading race event management SaaS platform, building a full-stack Laravel application with registration, payment processing (PayPal, ATH Móvil), participant management, and administrative dashboard that scaled from 0 to **112,000+ registered participants** across **193 events in 2025** (135 in 2024, 89 in 2023) - achieving **280% user growth** year-over-year
- Currently leading technical migration from Laravel 10 to **Laravel 12 with Livewire and Tailwind CSS**, integrating real-time timing systems (**RaceResults and MyLaps**) for automated result processing and live race tracking, improving performance and user experience
- Engineered secure payment processing infrastructure handling **10,000+ monthly transactions** (120,000+ annually) across multiple payment providers with 99%+ uptime
- Manage complete timing operations including equipment configuration and setup, chip data processing, real-time result integration, and on-site technical troubleshooting during live events
- Established company as market leader, transforming from side project to recognized LLC in 2023

SENIOR DIGITAL MEDIA DESIGNER

Amadeus | Orlando, Florida | Jan 2019 - Present (Promoted to Senior in 2024)

- Developed **Vue.js SPA** integrated with **Trello API** to provide real-time project performance analytics, enabling Media Creative Manager to track SLA compliance across 50+ campaigns and **reducing manual reporting time by 75%**
- Built and deployed Media Creative Portfolio website showcasing company capabilities, serving as primary sales tool for prospective clients
- Automated internal project management workflows using **Microsoft Power Automate and Office 365**, streamlining Master Class training program operations for 100+ users
- Implemented high-end technologies in digital display ads including booking masks, dynamic pricing, carousel interactivity, and star ratings using JavaScript and APIs

- Collaborated with cross-functional teams to translate technical requirements into visual communications across multiple platforms

FULL STACK DEVELOPER (FREELANCE)

Kmile Media Designs | San Juan, Puerto Rico | Jan 2013 - Present

- Design and develop custom Laravel/PHP and MySQL web applications for SMEs, educational institutions, sports events, and non-profit organizations
- Current project: **Baloncesto Nacional 3x3 de Puerto Rico** (nacional3x3pr.com) tournament management platform using **TALL stack**(Tailwind, Alpine.js, Laravel, Livewire) with ATH Móvil payment integration and real-time scoring
- Built **e-commerce platform** (wonderens.com) with PayPal and ATH Móvil payment integration, inventory management system, and responsive design
- Developed marketing landing pages (panawestpr.com) with SEO optimization and modern design practices
- Provide ongoing hosting, maintenance, and technical support for client applications
- Deliver end-to-end solutions from requirements gathering through deployment and post-launch support

SOFTWARE ANALYST / DEVELOPER

University of Puerto Rico, Mayagüez Campus | Mayagüez, PR | Dec 2015 - Jan 2019

- Designed and developed web-based Agricultural Extension Service platform enabling data collection on farmers receiving technical assistance, production tracking, sales, and inventory management
- **Reduced report generation time by 80%** through automated data processing, providing agents with real-time performance metrics and improvement opportunities
- Conducted stakeholder interviews to identify process inefficiencies and develop targeted web-based solutions
- Created technical documentation including flowcharts, context diagrams, and ERDs following SDLC best practices
- Configured, deployed, and maintained production servers supporting critical agricultural data systems

KEY ACHIEVEMENTS

- Scaled MiCarreraPR from 29,500 users (2023) to 112,000+ users (2025) - **280% growth**
- Increased managed events from 89 (2023) to 193 (2025) - **117% growth**
- Engineered payment infrastructure processing **120,000+ annual transactions** with 99%+ reliability
- Co-founded and established market-leading position in Puerto Rico race event industry
- 10+ years continuous Laravel/PHP development across enterprise, academic, and entrepreneurial environments
- Built and maintained production applications serving 100,000+ users

EDUCATION

Bachelor of Business Administration (B.B.A.), Management Information Systems

University of Puerto Rico, Mayagüez Campus | Graduated May 2016