

Luca Pipolo

Technical Director

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SUMMARY

Technical Director and Co-Founder with 13+ years leading full-stack engineering, architecture, and technology strategy for digital and e-commerce products, advising CEOs and Product Owners across 60+ engagements. Track record of measurable business impact, including a 5x conversion increase, and hands-on leadership of engineering teams up to 7. Deep full-stack expertise in PHP/Laravel and JavaScript/TypeScript/React/Next.js, combined with hands-on experience orchestrating multi-agent looping systems across AI Development Environments (Claude Code, Codex, Orca) and multiple underlying models to ship large, well-tested features at high token efficiency.

EXPERIENCE

Co-Founder & Technical Director

08/2020 - Present

somoscuatro ↗

- Lead a digital consultancy, advising CEOs and Product Owners on technology strategy, architecture, and scalability across 60+ web and e-commerce engagements
- Own end-to-end technical architecture, coordinating UX research, engineering, and product development across cross-functional and distributed teams
- Grow and manage a distributed team of designers and developers, standardizing delivery processes and documentation across client engagements
- Oversee design systems, frontend quality, and code maintainability standards across the engineering organization
- Architect multi-agent looping systems across multiple AI Development Environments (Orca, Claude Code, Codex) and underlying models to autonomously build large-scale features that are well-documented and fully tested
- Optimize AI agent orchestration workflows for token efficiency, maximizing feature scope and code quality per token consumed
- Author system AI prompts, skills, and instructions (prompt engineering) that specialize agents for distinct roles within the looping architecture
- Integrate MCP (Model Context Protocol) servers to connect AI agents with Asana, Slack, Notion, Google Workspace, Figma, and other operational tools
- Drive technical SEO, accessibility, and performance optimization initiatives that directly improved client conversion and organic traffic
- Promote Agile, transparent, and collaborative delivery methodologies across client and internal teams

Web Developer & Team Lead

08/2020 - 02/2022

Early ↗

- Integrated Stripe Billing with SSO as a bridge between the marketing website and SaaS application
- Identified performance bottlenecks and implemented optimizations using New Relic, Apache Solr, Redis, and gzip compression
- Managed project delivery using Agile/Scrum methodology
- Developed WordPress/WooCommerce plugins using PHP8 (OOP) and component-based Gutenberg themes and custom blocks

Web Developer & Team Lead

04/2016 - 08/2020

netzstrategen ↗

- Led a team of 7 engineers on enterprise-level projects for a German digital agency
- Managed medium-to-large project delivery using Agile/Scrum methodology
- Identified bottlenecks and optimized performance (nginx cache, Varnish, Redis, AMP, gzip compression) across enterprise client sites

- Developed WordPress/WooCommerce plugins using PHP7 (OOP); designed component-based themes (Flynt + Twig, Gutenberg) and custom Gutenberg blocks
- Maintained and supported third-party WordPress plugins and themes

Web Developer & Team Lead

2012 - 2018

wi.iu' upset@

- Led a team of 3 developers building themes and plugins for Shopify, WordPress/WooCommerce, and PrestaShop
- Developed custom websites and CRM solutions using Laravel
- Managed delivery of small-to-medium client projects

SKILLS

Technical Leadership

Agile/Scrum Delivery

Team Management

AI & Automation Engineering

Software Architecture

C-Level Advisory

Technology Strategy

Performance Optimization

Full-Stack Development

PROJECTS

PLAY Platform

Technical Director ↗

Rescued an unmaintainable CRM for Play Your Brand, architecting and leading its rebuild on Laravel into PLAY /Platform, a SaaS for audiovisual production management

Abacum

Technical Director ↗

Directed web architecture and design system for a SaaS financial-planning platform; led a UX/SEO overhaul that drove a 5x increase in conversion

Hauraton

Team Lead ↗

Enterprise website with Dynamics CRM integration, complete frontend/UI design, automated PIM-driven content import, and multilingual management across dozens of languages

Zone Soft

Technical Director ↗

Directed the TicketBAI integration for tax compliance across the three Basque provinces, translating a complex regulatory requirement into an accurate, audit-ready electronic invoicing implementation

Vibliotec

Technical Director ↗

Directed end-to-end architecture, UX, and development of an eLearning SaaS video platform for sports professionals

EDUCATION

Computer Science Coursework ↗

2010 - 2013

Università degli Studi di Napoli "Federico II" - Facoltà di Informatica

Advanced PHP Programming ↗

2012

ILAS

LANGUAGES

Italiano	Native	English	Fluent
Español	Fluent	Catalan	Basic

VOLUNTEERING

CodeBuddy & Teacher2022 - Present

MigraCode Barcelona ↗

Teaching web development and coaching migrants to help them land their first job in the tech industry as a volunteer instructor and mentor.

CERTIFICATES

Asana Ambassador ↗2025

Asana

Recognized by Asana for product expertise and active contribution to the Asana user community

Asana Foundations Skill Badge ↗2025

Asana

Asana Academy credential validating foundational proficiency in work management with Asana

Google Analytics Individual Qualification ↗2022

Google

Validated proficiency in advanced Google Analytics concepts for data tracking and reporting