



Luca Pipolo

Senior Full-Stack Developer

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SUMMARY

For over 13 years I have been designing and building SaaS platforms, e-commerce sites and web applications with PHP, Laravel, React and Next.js. I have worked on more than 60 projects for startups, agencies and enterprise clients.

I cover every stage of a digital product: architecture, backend, frontend, API integrations, performance optimization and infrastructure.

AI is part of my daily workflow. I run multiple agents and models in parallel, with automated review and testing loops that let me deliver complex, high-quality features in less time and at lower cost.

EXPERIENCE

Co-Founder & Technical Director

08/2020 - Present

somoscuatro ↗

- Lead the company's technical side and manage a distributed team of developers and designers, with standardized delivery and documentation processes across all projects
- Advise CEOs and Product Owners on technology choices and decisions around architecture, scalability and maintainability
- Build SaaS platforms, e-commerce sites and web applications with Laravel, Livewire, Alpine.js, Inertia.js and React/Next.js with TypeScript
- Define the technical architecture end to end: from the data model on PostgreSQL or MySQL, through the backend and REST/GraphQL APIs, to the interface in Tailwind CSS and deployment on Docker
- Select and implement the CMS architecture best suited to each client, including Statamic, Craft CMS, Filament, Shopify and WordPress
- Bridge design and engineering: turn product and user experience requirements into consistent technical decisions, using system design, Figma and Storybook
- Build agent graphs on AI development environments such as Claude Code, Codex and Orca, combining multiple models to prototype and ship complex features that are reviewed, documented and tested autonomously
- Write system prompts, skills and instructions that specialize each agent in a specific role, and optimize orchestration to get the highest code quality per token consumed
- Handle technical SEO, accessibility and performance optimization, with direct impact on conversions and organic traffic

Web Developer & Team Lead

08/2020 - 02/2022

Early ↗

- Integrated Stripe Billing with SSO to bridge the WordPress site and the SaaS application, handling authentication and billing across both systems
- Identified performance bottlenecks and applied optimizations using New Relic for monitoring, Apache Solr for search, Redis for caching and gzip compression
- Managed project delivery with Agile/Scrum, coordinating priorities and deadlines with product teams
- Developed WordPress/WooCommerce plugins with an object-oriented architecture in PHP 8, using the language's features to keep the code maintainable and testable
- Built component-based WordPress themes on Gutenberg, with custom editor blocks tailored to client requirements

Web Developer & Team Lead

04/2016 - 08/2020

netzstrategen ↗

- Led a team of 7 engineers, developers and designers, on enterprise projects for a German digital agency
- Managed delivery of mid- and large-scale projects with Agile/Scrum
- Developed WordPress/WooCommerce plugins in PHP 7 with an object-oriented architecture

- Built component-based themes with Flynt, Twig and Gutenberg, and created custom blocks for the Gutenberg editor
- Identified bottlenecks and optimized the performance of enterprise sites with nginx cache, Varnish, Redis, AMP and gzip compression
- Provided support and maintenance for third-party WordPress plugins and themes

Web Developer & Team Lead

2012 - 2018

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- Built websites and custom CRM solutions with Laravel, covering both backend logic and integration with client systems
- Designed and built custom themes and plugins for Shopify, WordPress/WooCommerce and PrestaShop, adapting each solution to the client's specific needs
- Coordinated a team of 3 developers and designers, distributing work and overseeing code quality across projects
- Managed delivery of small and mid-sized digital projects, from initial quote to final handover

SKILLS

PHP	Statamic
Laravel	Sanity.io
Next.js	Shopify
React	WooCommerce/WordPress
JavaScript/TypeScript	Inertia.js
PostgreSQL / MySQL	Alpine.js
Docker	Tailwind CSS
AI Agent Orchestration	New Relic
AI Multi-Agent Looping Systems	Datadog

PROJECTS

- PLAY Platform

Full-Stack Developer & Architect ↗

Rescued an unmaintainable legacy CRM and built its rebuild into a SaaS platform for audiovisual production management, architected and developed on Laravel
- Abacum

Full-Stack Developer & Architect ↗

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

Full-Stack Developer ↗

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

Full-Stack Developer ↗

Built the TicketBAJ integration for tax-compliant electronic invoicing across the three Basque provinces, meeting strict regional regulatory and digital-signature requirements
- Vibliotec

Full-Stack Developer & Architect ↗

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

Efiori

Full-Stack Developer ↗

Built an e-commerce platform for a network of florists across Italy, unifying delivery logic and automating order assignment across the vendor network

EDUCATION

Computer Science Coursework ↗

2010 - 2013

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

Advanced PHP Programming ↗

2012

ILAS

Web Design ↗

2011 - 2012

ILAS

LANGUAGES

Italiano

Native

English

Fluent

Español

Fluent

Catalan

Basic

VOLUNTEERING

CodeBuddy & Teacher

2022 - 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