



# VLAD BOBU

## SENIOR PHP FULLSTACK DEVELOPER

### ABOUT ME

I am a senior PHP Full-Stack engineer with **15+ years of experience**, only interested in remote work. I help clients around the world to achieve their goals by designing and implementing clean software solutions. Do you need software solutions for your business? **Let's connect!**

### WORK EXPERIENCE

#### Senior PHP FullStack Developer (Team Lead/Proxy PM) Sep 2019 - Present Endava

The client, a prominent bank in the United States, faced challenges in effectively promoting its payment gateways to merchants. This obstacle stemmed from the absence of plugins compatible with popular e-commerce platforms such as WooCommerce, Magento, PrestaShop, OpenCart, as well as the need for a PHPSDK for seamless integrations.

- **Boosted the usage and functionality of payment gateways by 4x** by creating the PHPSDK and plugins for the most popular such as e-commerce platforms such as WooCommerce, Magento, PrestaShop, and OpenCart;
- **Provided valuable support to the client by taking on Project Management and Scrum Master responsibilities** in addition to daily PHP development contributions. By effectively managing project timelines, coordinating tasks, and facilitating agile practices, I ensured smooth project execution and seamless collaboration among team members. This multifaceted role directly contributed to improved project outcomes, enhanced productivity, and increased client satisfaction.
- **Improving the programming skills of the 2 juniors assigned to the project by 4x** by helping on a day-to-day basis and with code reviews.

**Skills:** RESTful WebServices · Scrum · Payments · WooCommerce · Project Management · Continuous Integration and Continuous Delivery (CI/CD) · Design Patterns · PHP · Magento

#### Senior PHP Full-Stack Developer (Team Lead) Nov 2017 - Sep 2019

The client, a renowned global travel agency based in the United Kingdom, faced challenges in maintaining a competitive edge in the market, resulting in significant revenue loss. These challenges stemmed from performance issues plaguing their boat rental platform, impacting user experience and impeding revenue generation.

- **Improved the performance of the platform by 40%** by implementation of a brand new solution. Leveraging cutting-edge technologies such as Laravel, Elasticsearch, and Apache SOLR, and developing a PHP SDK in Lumen for seamless integration with a third-party booking API, the client's platform underwent a transformative enhancement. This achievement directly contributed to enhanced user experience, increased customer satisfaction, and significant revenue growth.
- **Improved user experience for mobile devices and tablets by over 50 %** by implementing a redesigned and responsive user interface using Bootstrap.
- **Improving the programming skills of the 2 juniors assigned to the project by 4x** by helping on a day-to-day basis and with code reviews.

**Skills:** Laravel, Lumen, Elasticsearch, AWS Elastic Beanstalk, Jenkins, CI/CD, Apache SOLR, Design patterns RESTful WebServices · Jira · Scrum · Jenkins · Git · PHP · Laravel · Bootstrap · Lumen

#### Senior PHP FullStack Developer Apr 2016 - Nov 2017 NTT DATA Romania

The client, a leading bank in Germany, grappled with challenges related to their outdated legacy credit risk platform. The platform's performance issues and non-intuitive interface resulted in low productivity and diminished employee satisfaction.

- **Improved the performance of the platform by 50 %** by doing in-depth research of requirements, designing and implementing a robust and easy-to-maintain solution. Leveraging REST services with microservices architecture and Apigility, the client's platform experienced a remarkable performance boost, enabling efficient data transfer, enhanced scalability, and improved response times.
- **Successfully enhanced user satisfaction by implementing a user-friendly interface** utilizing Bootstrap framework. Through meticulous design and development efforts, the client's credit risk platform underwent a significant transformation, resulting in an intuitive and visually appealing interface. This improvement directly contributed to heightened user satisfaction, increased productivity, and a more positive user experience.

**Skills:** RESTful WebServices · SOAP · Jira · Scrum · Jenkins · Oracle Database · Citrix Workspace · Continuous Integration and Continuous Delivery (CI/CD) · Git · PHP · Zend Framework 1.x / 2.x · Bootstrap

### CONTACT

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### SKILLS

#### BACK-END

- PHP 15 years
- Laravel 3 years
- Symfony 5 years
- Codeigniter 7 years
- Lumen 2 years
- Zend framework 3 years
- SQL 15 years
- Redis 1 year
- AWS 5 years
- Docker 2 years
- Jenkins 5 years
- Git 15 years
- DB Design 15 years
- Linux 15 years

#### FRONT-END

- Vue.JS 1 year
- HTML & CSS 15 years
- jQuery 10 years
- Javascript 5 years
- Bootstrap 4 years
- Tailwind 1 year

### EDUCATION

Al.I. Cuza University  
Bachelor in Computer Science  
Iasi, 2004-2009

# LANGUAGES

English	Proficient
Romanian	Native

## Senior PHP FullStack Developer

Dec 2013 - Apr 2016

The client, a prominent software application company from Germany, aspired to develop a comprehensive global event platform from the ground up. However, they faced challenges due to their limited technical capabilities in developing such a web application.

- Successfully launched the platform, enabling the hosting of **an impressive 7000+ events within its first year**. Through meticulous planning, development, and deployment, the platform proved instrumental in facilitating a wide range of events, providing organizers with a powerful and user-friendly solution to manage and promote their events on a global scale.

**Skills:** Amazon Route 53 · AWS Elastic Beanstalk · Elastic Load Balancing · Jenkins · Continuous Integration and Continuous Delivery (CI/CD) · Git · PHP · jQuery · CSS · Symfony 2 · MySQL · Amazon EC2 · Amazon RDS

## Senior PHP FullStack Developer

Mar 2013 - Nov 2013

### Xivic Inc

The client, a US-based company operating an online clothing store, faced challenges in effectively harnessing the potential of the automation advertisement mechanism on Facebook. These difficulties arose due to their dependence on a former support company that is no longer available, leading to a dearth of technical expertise and comprehensive understanding required to fully grasp and optimize the functionality.

- **Successfully achieved an exceptional increase of over 100x** in customer engagement by implementing enhancements to the posting creation algorithm and creating captivating content.
- **Increase the number of sales by 7x** by leveraging the additional traffic generated through Facebook referrals.

## Senior PHP FullStack Developer

Nov 2012 - Mar 2013

The client, a prestigious luxury company from US operating in the Retail Apparel and Fashion industry, faced significant challenges in maintaining market competitiveness. These obstacles resulted in substantial revenue loss, primarily attributable to platform performance issues and an unstable infrastructure.

- **Improved the stability and performance of the platform by over 30%** by implementing a strategic redesign and optimizing its overall performance. Through meticulous attention to detail and employing industry best practices, the platform's functionality and performance were significantly improved, resulting in increased efficiency, heightened user satisfaction, and substantial growth in business performance.

**Skills:** Memcached · Git · Linux Server · PHP · jQuery · Magento · MySQL · Amazon S3

## Senior PHP FullStack Developer

Feb 2012 - Nov 2012

The client, a renowned Hollywood studio, sought to establish an event platform to effectively promote its various events, incorporating a comprehensive contest management system. However, they faced challenges due to their limited experience and technical capabilities in developing such a web application.

- **Increasing the number of attendees 2x** by implementing a strategic online application and contest participation opportunity. Through effective promotion and leveraging the power of the online platform, the client witnessed a substantial boost in event attendance, resulting in expanded reach, heightened engagement, and a more vibrant event experience.

**Skills:** Google Maps API · ActiveCollab · HTML · Git · Linux Server · PHP · CSS · Zend Framework 1.x / 2.x · MySQL

## Senior PHP FullStack Developer

Apr 2010 - Feb 2012

### The Marketing Farm

The client, a startup focused on the equine industry, aimed to develop a specialized horse auction platform. While possessing extensive expertise in horses and auctions, they faced challenges due to a lack of technical knowledge and resources necessary to bring this platform to fruition.

- Successfully provided and implemented a solution that proved to be a resounding success. Within the first year, the client achieved significant milestones by onboarding over 600 customers and brokers to the escrow telecom platform, demonstrating its widespread adoption and industry acceptance.
- Implemented a comprehensive unit testing strategy resulting in a notable reduction in the number of bugs encountered in the production environment. By ensuring high code coverage through rigorous testing, the company achieved improved software quality, increased stability, and enhanced customer satisfaction.

## Senior PHP FullStack Developer

Sep 2012 - Apr 2010

The client, a telecom dealer for O2, faced significant challenges with their existing telecom platform. The platform suffered from sluggish performance, frequent bugs, and design gaps, leading to customer dissatisfaction and a negative impact on the client's reputation. Unfortunately, the presence of inexperienced developers further hindered the resolution of these performance issues and design deficiencies.

- Spearheaded a comprehensive performance optimization initiative for the telecom platform, resulting in a remarkable 50% reduction in response times and a 70% decrease in overall system latency. This significant enhancement greatly improved the user experience, leading to a 30% increase in customer satisfaction and a subsequent 20% growth in customer retention within the first six months.

**Skills:** PHP · CSS · CodeIgniter · MySQL · Linux

## Senior PHP FullStack Developer

Feb 2008 - Sep 2009

The client, a USA-based startup, aimed to develop a robust escrow telecom platform catering to prominent companies like Orange, Vodafone, and Telekom. However, they faced challenges due to the complexity of creating such an advanced platform with their existing capabilities.

- Successfully developed and launched the horse auction platform within a tight timeline, resulting in the acquisition of 500+ registered users and facilitating over \$1 million in horse sales within the first year of operation. This exceptional market adoption and revenue generation validated the platform's effectiveness and positioned the client as a key player in the equine industry.

**Skills:** HTML · Git · Linux Server · JavaScript · PHP · jQuery · CSS · CodeIgniter · MySQL

## PHP FullStack Developer

Jan 2007 - Feb 2008

### Sky System SRL

The client, a local startup company specializing in web design services including CMS and e-commerce solutions, encountered hurdles in meeting project timelines while ensuring efficient product development.

- **70% reduction in development time** was achieved by implementing a streamlined approach. This method involved crafting standardized skeletons for each product type, which expedited the creation of customized applications for clients. Using this consistent underlying structure, while integrating unique design elements, greatly boosted the company's efficiency and speed in delivering high-quality web design solutions.
- **Successfully completed and delivered over 10 projects** encompassing diverse domains such as E-commerce, Content Management Systems (CMS), and Blogs. With unwavering commitment to excellence, ensured the timely completion of each project while consistently meeting and exceeding client requirements.

**Skills:** Payment Systems · Design Patterns · Git · PHP · jQuery · CSS · CodeIgniter · MySQL · Linux

## PHP FullStack Developer

Sep 2004 - Jan 2007

### Midav Enterprises Inc.

The client, a US-based startup company, aimed to establish a network of 100+ affiliated websites encompassing various domains, including e-commerce, ticketing, and magazines. However, they faced challenges due to a lack of expertise and a clear roadmap to develop these websites from scratch.

- **20x increase in work productivity** was accomplished by leading the development of a robust content management system (CMS) and e-commerce platform rooted in the CodeIgniter framework. These innovative solutions provided a standardized foundational structure for creating new applications, while also facilitating seamless customization to accommodate a range of diverse requirements. Consequently, this led to unparalleled efficiency, consistency, and expedited delivery in the development of an extensive range of tailored solutions for the company.
- **Successfully completed and delivered over 25 projects** encompassing diverse domains such as E-commerce, Content Management Systems (CMS), and Blogs. With unwavering commitment to excellence, ensured the timely completion of each project while consistently meeting and exceeding client requirements.

**Skills:** Payment Systems · Linux Server · JavaScript · SVN · PHP · jQuery · CSS · CodeIgniter · MySQL