José Alberto Ruiz Cruz

Senior PHP Backend Developer | Team Lead • Laravel & CodeIgniter • AWS & Google Cloud

Oaxaca de Juárez, Oaxaca, Mexico • jarc.developer@gmail.com • 951 273 3044 • jarc-developer.com

Profile

Senior PHP Backend Developer and Team Lead with 6+ years of experience in web architecture, relational databases, and AWS & Google Cloud infrastructure. Proven track record leading a senior team in India and operating multi-client platforms for 10+ enterprise clients (serving hundreds of concurrent users). Extensive experience in custom AI-driven development and building MCP servers for workflow automation.

Experience

Infinitec, *Team Leader & Senior PHP Backend Developer* – Cuernavaca, Mexico — Jan 2025 – present

- Lead 3 senior backend developers in India, owning Jira sprint delegation, QA testing, client requirements, and delivery across 10+ enterprise clients (hundreds of concurrent users on flagship accounts).
- Designed and architected the migration of a multi-client loyalty platform from CodeIgniter 4 to Laravel (with Livewire, FluxUI, and Tailwind CSS).
- Built custom MCP (Model Context Protocol) servers and AI-assisted workflows to automate team operations (brand colors, UI, active modules, and customer redemption queries).
- Manage AWS production infrastructure (EC2, S3, RDS, SES) on Linux with Nginx, Apache, and Jenkins CI/CD.

Infinitec, *Senior Backend Developer* – Cuernavaca, Mexico — June 2024 – Dec 2024

- Built core multi-client backend features in PHP, CodeIgniter 4, and MySQL/RDS on AWS.
- Managed pull-request code reviews, version control, and releases across Git, GitHub, and Bitbucket.

SENSANET, *Magento Adobe Commerce Backend Developer* — June 2023 – May 2024

- Developed custom PHP modules in Magento 2 (Crons, Helpers, Plugins, Observers, transactional emails, and GraphQL APIs).
- Enforced *Magento Coding Standard* and pull-request-based release workflows.

MINIAUTOS, *Back-end Developer* — Feb 2021 – May 2023

- Built MVC backend applications in PHP (CodeIgniter) and managed multiple SQL databases.
- Developed automated web scraping pipelines for structured data ingestion into relational SQL databases.
- Developed internal web tools in vanilla PHP.

Meltsan Solutions & Kada Software, *Software Development & QA Intern* – CDMX / Oaxaca — July 2018 – Sept 2019

- Executed enterprise QA testing (Meltsan Solutions) and built POS modules in Ruby on Rails under SCRUM (Kada Software).

Education

Universidad de la Sierra Sur (UNSIS) — Oct 2015 – July 2020

B.S. in Computer Science (Informática)

Skills

PHP & Backend: PHP, Laravel, CodeIgniter 4, Magento 2 (Plugins, Observers, Crons, GraphQL), Symfony, REST APIs, Livewire

Databases: MySQL, MariaDB, PostgreSQL, AWS RDS

Cloud & Infrastructure: AWS (EC2, S3, RDS, SES), Google Cloud (Compute Engine, Cloud Storage), Linux, Nginx, Apache, Docker

Engineering & Automation: Git, GitHub, GitHub Actions, Jenkins, Bitbucket, Jira, Magento Coding Standard, MCP Server Development, AI-Assisted Workflows

Languages: Spanish (Native), English (Technical & Team Leadership — daily international collaboration)