

Sergio Vazquez II

Senior Full-Stack Web Developer



sergio@vascosoft.com



(847) 372-7372



pwrsg

July, 2025

Dear Hiring Manager,

I am a Full-Stack Senior Web Application Developer, client-facing professional, and “Manager of One” with extensive front-end and back-end enterprise application development experience.

Having worked with industry giants such as Johnson & Johnson, Disney, and Pfizer, I possess a deep understanding of the intricacies of enterprise development, as well as the crucial importance of best practices. These invaluable experiences have honed my skills in producing high-quality deliverables, the ability to tackle complex challenges with ease and efficiency, and always maintaining a high level of professionalism and clear communication.

I am immediately available, and eager to explore opportunities where I can make a meaningful impact. From concept to delivery and everything in between, my adaptable skillset and proven track record make me a valuable addition to any team, bringing a wealth of knowledge and experience to the table.

Thank you for your interest, and I look forward to working together.

Sincerely,

Sergio Vazquez II

Sergio Vazquez II

Senior Full-Stack Web Developer

I am a highly competent, client-facing seasoned professional and “Manager of One” with extensive real-world front-end and back-end enterprise web development experience. I specialize in technical oversight and direction, application architecture for complex systems, rapid application development, responsive UI/UX development for devices, root cause analysis, and user experience psychology.

I am an expert critical and creative thinker, possess very strong problem-solving skills, have an eagle eye for detail, quickly grok complex concepts, write immaculate fully-commented code, and require little-to-no direction or guidance.



sergio@vascosoft.com



(847) 372-7372



Chicago, IL



pwrsrg



PROJECT EXPERIENCE

Senior Web Developer / Ecommerce Manager Fireside Flavery

10/2024 - 6/2025 - Consultant

firesideflavery.com

- Designed, built and managed FiresideFlavery.com, a boutique hot pepper brand with a custom WordPress site built using Elementor and WooCommerce.
- Built and maintained the ecommerce storefront, managing product listings, inventory, secure checkout, and customer experience.
- Created engaging content and optimized product feeds in Google Merchant Center, using Google Analytics to track traffic and boost sales.
- Handled brand identity, packaging, local partnerships, and pop-up sales events.

Senior Tech Lead / Application Architect Women Who Create

7/2022 - 10/2024 - Consultant

- Designed and built a mobile-optimized web app to enable aspiring women of color to find and connect with mentors in their industries.
- Led the project from concept to deployment, handling functional and technical requirements, tech stack selection, application and database architecture, and project management in ClickUp.
- Conducted weekly Zoom calls, directed creative efforts based on Figma designs, and built both the front-end with Tailwind CSS and Alpine.js and the back-end with CodeIgniter 4.
- Set up and deployed the web server on AWS, ensuring the app was robust, scalable, and secure.

Senior Tech Lead / Application Architect Trading Board

9/2020 - 7/2022 - Consultant

thetradingboard.com

- Designed and built a Multi-Vendor eCommerce Marketplace where users can buy, sell, and trade board games using a points-based bartering system.
- Transformed a website concept into a fully functional eCommerce platform, managing all aspects from functional and technical requirements to tech stack selection and application architecture.
- Built the front-end using Tailwind CSS and Alpine.js and integrated a custom Svelte component for lists.
- The back-end was developed on CodeIgniter 4, with a seamless PayPal and Crypto payment integration and BoardGameGeek API integration.
- Deployed the platform on AWS and oversaw project management and creative direction via ClickUp and Figma.



SKILLS

HTML5 / CSS

Bootstrap / Tailwind

JavaScript

CFML / ColdFusion

PHP

SQL

JSON / XML

jQuery / Alpine.js

Vue.js / Svelte

CodeIgniter / Laravel

Drupal

WordPress

AWS / Lightsail

MySQL / MariaDB / Aurora

Figma / Zeplin

Adobe Creative Suite

Google Analytics

AI Tools (ChatGPT, Gemini, Copilot)



PROJECT EXPERIENCE

Senior Web Developer / System Architect Rotary International

10/2018 - 9/2020 - Contract

brandcenter.rotary.org

- Developed a Digital Asset Management System as part of the Rotary Brand Center to enhance creative control for Rotary's thousands of branches, integrating it with WebDAM SAAS and Rotary's custom Drupal framework.
- Led the project from Illustrator comps to a functional PHP prototype, which was then ported to Drupal for seamless integration.
- Managed a team to complete API integration with WebDAM, conducted extensive testing, and coordinated a phased global rollout.
- The system, one of Rotary's largest internal projects, continues to support their global operations efficiently.

Senior Tech Lead / System Architect Allegion

1/2017 - 10/2018 - Consultant

- Designed and implemented the Allegion Merchandising Portal, a Points Redemption Program for top sales reps to redeem earned points for goods and services.
- Managed the project from concept to deployment, overseeing functional and technical requirements, tech stack selection, and application and database architecture.
- Integrated the portal with an existing warehouse management system, facilitated phased rollouts, and provided features such as custom logins, points management, and hierarchical user administration.

Senior Drupal Developer Farm Journal Media

6/2015 - 12/2016 - Rosemont, IL - Consultant

- Joined the team amid a critical transition period, where original developers departed post-acquisition, and was tasked with quickly adopting and documenting nine legacy Drupal 6 sites.
- Meticulously planned and executed the significant undertaking of refactoring all nine sites to Drupal 8 over one year, while managing smaller WordPress sites and promotional programs in Marketo.

Senior Web Developer Gogo Air

6/2013 - 6/2015 - Itasca, IL - Contract

- Developed an internal in-flight customer purchase path experience for use on major airlines, collaborating closely with the creative team to meet pixel-perfect specifications.
- Personally streamlined the tech stack, significantly reducing the ground-to-tail delivery costs, saving the company over \$170K every month.
- Managed the front-end development with a keen eye for UI/UX, ensuring a seamless integration with the back-end code and enhancing the overall in-flight user experience.



sergio@vascosoft.com



(847) 372-7372



Chicago, IL



pwrsrg



COMPETENCIES

- Application Architecture
- Strategic Planning
- Team Leadership
- Junior Mentorship
- Technical Oversight
- Code Reviews
- Project Management
- Agile, SCRUM, Kanban
- Development Life Cycle
- Git, Git-Flow
- OOP/MVC Frameworks
- Wireframing
- Interactive Prototyping
- UI/UX Planning & Design
- User Experience Psychology
- Design Systems
- Marketing Strategy
- E-Commerce
- Best Practices
- Critical Thinking
- Problem Solving
- Root Cause Analysis
- Complex Queries
- Natural Language Prompting
- Retrieval Augmented Generation
- Eagle Eye for Detail

Additional work history (~1998) available upon request.