Matias Hidalgo

Magento Tech Lead & SRE · McFadyen Digital

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SUMMARY

I architect enterprise Adobe Commerce platforms, and I keep them up. Eighteen years in, across 49 projects for 37 end clients, my work has moved from building Magento storefronts to leading the teams that ship them and owning the reliability of what is already live. Today I am Magento Tech Lead and SRE at McFadyen Digital, on FedEx Office. Eight certifications, four of them current, and twelve Gulf commerce builds - multi-store, multi-currency, Arabic and English side by side. Beyond the code, I interview developer candidates, mentor, own code review, and run discovery and estimates. I work with Claude Code and GitHub Copilot every day - this site and the two open-source MCP servers I maintain were built that way. I have worked remotely for US, UK and Middle East companies since 2016, with hours that overlap every continental US time zone.

PROFESSIONAL EXPERIENCE

Magento Tech Lead & SRE

McFadyen Digital · Aug 2025 – present

In my role as Magento Tech Lead and SRE at McFadyen, I'm responsible for auditing and optimizing high-traffic Magento platforms, implementing proactive monitoring and alerting systems, and driving continuous improvements in performance, scalability, and reliability. I work closely with cross-functional teams to ensure technical excellence and long-term platform stability for some of McFadyen's flagship ecommerce clients. On FedEx Office I research and implement performance improvements, troubleshoot production issues quickly and write the root cause analysis (RCA) documentation. My New Relic dashboards and tracking give the client a detailed picture of its Adobe Commerce instance and its integrations, and I share production-support knowledge with its leadership and delivery teams.

Magento Architect

Im Digital · Mar 2021 – Aug 2025

As Magento Architect I was responsible for discovery, scope definition, development, team leadership and R&D, always pushing for the best coding practices, the best implementation design for each project and the best communication with my team, who are ultimately the owners of our success.

Magento Tech Lead & Backend Developer

Mediotype · Sep 2019 – Mar 2021

I built the Pentair middleware that connects AWS SQS with Magento Order Management over JSON-RPC 2.0, and a custom Subscription product type for Little Passports with two external API integrations. I also ran code reviews and deployments for Palmetto State Armory.

Magento Tech Lead & Backend Developer

Redbox Digital Ltd. · Apr 2016 – Aug 2019

Thirteen enterprise retail builds on Magento 1 and 2 for the Middle East and the UK - multi-store, multi-currency, Arabic and English side by side. I was Tech Lead on Sephora Middle East; Technical Team Lead on Nahdi, including its OpenID Connect single sign-on; and Business Analyst and Technical Architect on Victoria's Secret Middle East, from solution proposals to requirements analysis and estimates. Across projects I ran code reviews and deployments and split codebases into Composer modules.

PHP Developer

Summa Solutions · Oct 2013 – Mar 2016

Enterprise Magento 1 for Latin American and US retailers, Carrefour, Makro, Palacio de Hierro and The Great Courses among them. I integrated payment gateways (MercadoPago, TodoPago, SPS Decidir) and the Andreani carrier, worked on a multi-vendor marketplace, and handled security patching and Magento 1 upgrades. I was promoted from junior shortly after joining.

Web Developer

Temperies IT · Oct 2012 – Oct 2013

Web applications across several stacks: the Santander Río knowledge-management frontend, a Ruby on Rails e-commerce site, a Yii web application and a PhoneGap mobile app consuming REST services.

Technical support and customer service

TODOSISTEMAS · May 2008 – Feb 2009

I provided technical support, repairing computers at the company's official service centre for LAWSA and MAPFRE.

Developer and Technical support

Freelance · Jan 2008 – present

I develop web apps on my free time.

EDUCATION

University Technician in Programming and Network Administration

UNCPBA · 2011 – 2013

I completed my coursework at the university in 2012 and defended my thesis in December 2013 with the highest grade (10/10).

Software Engineering

UNCPBA · 2010 – 2019 · coursework, degree not completed

I started Software Engineering in 2010 and resumed it in 2013, after completing my university technician degree, continuing the coursework until 2019.

Computer Technician

EET Nº2 Ing. Felipe Senillosa · 2007 – 2009

I obtained my degree as a Technician in Personal and Professional Computing in 2009.

CERTIFICATIONS

New Relic Verified Foundation · New Relic · 2026 · Active · expires Jan 2028

Adobe Certified Professional - Adobe Commerce Developer · Adobe · 2019 · Active · expires Jul 2027

Adobe Certified Expert - Adobe Commerce Developer · Adobe · 2018 · Active · expires Jul 2027

Adobe Certified Expert - Adobe Commerce Business Practitioner · Adobe · 2017 · Active · expires Jul 2027

Adobe Certified Expert - Adobe Commerce Order Management Developer · Adobe · 2020 · Retired

Adobe Certified Expert - Adobe Commerce Cloud Developer · Adobe · 2019 · Expired

Magento 1 Certified Solution Specialist · Magento Commerce Inc. · 2016 · Legacy

Magento 1 Certified Developer Plus · Magento Commerce Inc. · 2015 · Legacy

SKILLS

Platform · PHP, Magento 2 / Adobe Commerce, Adobe Commerce Cloud, Magento B2B, Hyvä, Headless / GraphQL, Magento Order Management

Magento internals · Plugins & observers, Dependency injection, Service contracts, Declarative schema & patches, Custom indexers, EAV, Message queues (RabbitMQ), Multi-store / multi-currency / RTL

Data & infrastructure · MySQL, Redis, Varnish, Elasticsearch / OpenSearch, Nginx, Linux, AWS SQS, Docker

Reliability · New Relic (dashboards, alerting), Incident response, Root cause analysis, Performance tuning

Engineering practice · Code review, Mentoring, Technical interviews, Discovery & estimation, Claude Code, GitHub Copilot, Git, Composer, CI/CD, PHPUnit

Frontend · JavaScript, Knockout.js, RequireJS, Tailwind CSS / Alpine.js, jQuery

LANGUAGES

Spanish: native · English: professional

PROJECTS

Personal Projects

agility-bridge

Matias Hidalgo · 2026 – present

Role: Author and maintainer

- An open-source Model Context Protocol (MCP) server that lets AI agents - Claude Code, GitHub Copilot, Cursor and others - work with Digital.ai Agility through its public APIs, each person with their own access token. Agility has no official MCP server, and when I started this in October 2026 no maintained open-source one existed.
- It covers every kind of Agility asset - backlog items, defects, tasks, tests, epics, sprints and teams - with typed tools and reports such as sprint health, stand-up summaries, release readiness and defect triage. Writes are off by default, and a person approves each one.
- It also ships as a Claude Code plugin from the repository's own marketplace, with four commands (my work, find an item, sprint status, stand-up) and two skills: one maps each question to the right tools, the other sets the rules for handling Agility data safely. The skills are plain SKILL.md files in the open Agent Skills format, usable by other AI agents too.
- It runs as a local server from npm, a self-hosted Node or Docker server, or a Cloudflare Worker on D1, with sign-in, an admin panel, workspaces, per-device tokens, OAuth 2.1, tokens encrypted at rest and an audit log. Built in TypeScript with Claude Code; Apache 2.0.

Technologies: Solution Architecture, Digital.ai Agility, Node.js, OAuth, OpenID Connect, REST API, Cloudflare D1, SQLite, Cloudflare Workers, Docker, TypeScript, Agent Skills, AI-Assisted Development, Claude Code, Claude Code Plugins, GitHub Copilot, Model Context Protocol (MCP), CI/CD, GitHub Actions, Postman

relic-bridge

Matias Hidalgo · 2026 – present

Role: Author and maintainer

- An open-source MCP server that lets AI agents query New Relic through its NerdGraph API with nothing more than a User API key. New Relic's own MCP server has to be enabled at the account level, and the New Relic accounts that come with Adobe Commerce Cloud are set up by Adobe, so their owners cannot turn it on; relic-bridge needs no enablement at all.
- Its tools cover NRQL, entities, golden metrics, alerts and issues, errors, deployments, transactions, logs, synthetics and dashboards, plus one-call reports such as entity health and dependency health. It is read-only by default, with query limits and redacted logs; write tools are opt-in and approved per call.
- It also ships as a Claude Code plugin from the repository's own marketplace, with three investigation skills (an unhealthy service, a firing alert, a failing NRQL query) and three slash commands; a test checks every tool they name against the server, so a renamed tool breaks the build. The skills are plain SKILL.md files in the open Agent Skills format, usable by other AI agents too.
- It runs as a local server from npm, a self-hosted Node or Docker server, or a Cloudflare Worker on D1, with sign-in, an admin panel, per-device tokens, OAuth 2.1 and an audit log. Built in TypeScript with Claude Code; Apache 2.0.

Technologies: New Relic, Observability, Solution Architecture, GraphQL, Node.js, OAuth, OpenID Connect, Cloudflare D1, SQLite, Cloudflare Workers, Docker, TypeScript, Agent Skills, AI-Assisted Development, Claude Code, Claude Code Plugins, Model Context Protocol (MCP), CI/CD, GitHub Actions, Postman

mhidalgo.ar

Matias Hidalgo · 2015 – present

Role: Architect, developer and designer

- My personal portfolio, rebuilt from scratch as a multilingual, machine-readable site. Content lives in Cloudflare D1 and is edited through a self-service admin panel behind Cloudflare Access; on every push, Cloudflare Workers Builds applies the database migrations and renders it to static HTML served from Cloudflare Workers.
- Six locales including Arabic right-to-left, built on CSS logical properties from the first stylesheet.
- A dedicated layer for AI and bot consumption: JSON-LD on every page, /llms.txt, a versioned JSON API and a Model Context Protocol endpoint.
- On-demand ATS-ready CV generation, and portfolio filtering by technology, employer, client, market, year and role.
- The translator is built into the admin: Workers AI (Llama 3.3 70B) drafts the Portuguese, French, German and Arabic editions under rules that keep brand names, Markdown and placeholders intact, and nothing is published until I have reviewed it.
- Architected, planned and built with coding agents.

Technologies: Internationalisation (i18n), JSON-LD / Structured Data, Multi-currency, Multi-language, Performance Tuning, RTL / Arabic Localisation, SEO, Solution Architecture, Static Site Generation, Technical Leadership, WCAG / Accessibility, N+1 Optimisation, REST API, Astro, CSS, HTML, Tailwind CSS, Cloudflare D1, MySQL, SQLite, Cloudflare, Cloudflare Workers, JavaScript, PHP, TypeScript, Agent Skills, AI Translation, AI-Assisted Development, Claude Code, Cloudflare Workers AI, GitHub Copilot, Model Context Protocol (MCP), CI/CD, Git, GitHub Actions

ServiceLeoTv.com.ar

ServiceLeoTv · 2012 – present

Role: Developer, designer, tester, DBA

- Developed a private project to help electronics technicians manage their workshops and offer new services over the web.
- Long-term technical support, hosting and new features.

Technologies: PEAR, Yii, CSS, HTML, jQuery, MySQL, JavaScript, PHP

Static Version Module

Magento · 2017

Role: Senior PHP and Magento Developer

Developed a Magento module that adds a version number to static files such as JS and CSS so their content refreshes automatically after deployments, avoiding CDN and browser cache issues; it works with both Apache and Nginx.

Technologies: Magento 1 Commerce (EE), jQuery, Prototype.js, MySQL, Apache, Linux, PHP

PCLider.com.ar

Matias Hidalgo · 2011

Role: Developer, designer, tester, DBA

Developed my own website to publish my services as a computer technician, using an online website builder (Wix.com) and a WordPress blog.

Technologies: Wix, WordPress

McFadyen Digital

FedEx Office

FedEx · 2025 – present

Role: Magento 2 Tech Lead & SRE

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Provided support as SRE, working alongside senior stakeholders, suggesting improvements and acting during outages.
- Built several New Relic dashboards to provide visibility and surface action items from the data already produced by logging, metrics and transactions.
- Led the support team on initiatives to improve the stability, performance and reliability of the production environment.
- Researched and implemented performance improvements, and wrote the root cause analysis (RCA) documentation after production incidents.

Technologies: Adobe Commerce Cloud, Luma Theme, Magento 2 Commerce, Magento B2B, B2B Commerce, Marketplace / Multi-vendor, Incident Response, New Relic, Site Reliability Engineering, SLO / SLI, Synthetic Monitoring, Code Review, Feature Toggles, Merge Gatekeeping, Performance Tuning, Platform Upgrades, Root Cause Analysis, Security Patching, Security Remediation, Solution Architecture, Technical Leadership, Cron / Scheduled Jobs, Data Patches, Declarative Schema, Dependency Injection, GraphQL, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, Adobe Live Search, Elasticsearch, OpenSearch, Mirakl, Fastly, Full Page Cache, N+1 Optimisation, Redis, MySQL, Linux, Nginx, PHP, AI Code Review, AI-Assisted Development, Claude Code, GitHub Copilot, Message Queues, RabbitMQ, CI/CD, Composer, Git, Jenkins, PHPUnit, Postman, SonarQube, Static Code Analysis

Tanner Pharma Group

Tanner Pharma Group · 2026

Role: Magento 2 Developer, NetSuite ERP integration

- Designed and built the pipeline that migrates the client's customer base from NetSuite ERP into Adobe Commerce B2B: customers become Companies, contacts become Company Users, and ship-to addresses carry their pharmaceutical license data.
- Wrote two standalone command-line tools in plain PHP 8 (an exporter and an importer) with no framework or Composer dependencies. I implemented NetSuite Token-Based Authentication (OAuth 1.0, HMAC-SHA256) from scratch and added concurrent HTTP with retries and backoff, SuiteQL paging and Magento REST clients.
- Made both steps resumable using atomic checkpoint files, so a run can be interrupted at any point and restarted without duplicating records. Added a dry-run mode that validates an import without writing anything.
- Found and documented the gaps between the two systems' data models, then resolved them in code: city names typed into the state field, invalid regions, Puerto Rico, missing emails and passwordless accounts. Each address that couldn't be completed safely goes into a cleanup report for the NetSuite team, so nothing is invented.
- Extended Magento's customer and address data model with revertible data patches that link each record back to NetSuite, and prototyped the data exploration in Node.js first.
- Delivered a Postman collection that documents all 16 requests in the flow (10 NetSuite SuiteQL/REST calls for the export and 6 Magento REST calls for the import), each OAuth 1.0-signed with example responses. I also wrote a step-by-step setup guide for the NetSuite and Magento integrations, so the client's team can reproduce, debug or extend the integration on its own.
- In the sandbox run, the tools exported about 8,900 customers, 9,500 ship-to addresses and 3,600 contacts, and imported about 7,500 companies.

Technologies: Adobe Commerce Cloud, Magento 2 Commerce, Magento B2B, B2B Commerce, Data Migration, ETL, Technical Documentation, Data Patches, ERP Integration, NetSuite, SuiteQL, Node.js, OAuth, REST API, MySQL, PHP, Git, Postman

Im Digital

Material Connexion 2.0

Material Connexion 2.0 · 2023 – 2025

Role: Senior PHP 7 and Magento 2 Developer

I led the Magento 1.9 to 2 migration and built its data-migration pipeline for customers and catalog - custom EAV steps, per-entity config maps, delta re-runs - and diagnosed the source-database integrity problems that were blocking it. I added an admin and academia layer with new roles for academia admins, licensees and manufacturers, its own member-list grid and a restructured admin menu. I built Tabula, a print and label sub-application that generates barcoded shipment labels for the material library's locations. I carried a site-wide WCAG accessibility remediation across guest and logged-in flows, CMS pages, forms and popups, including keyboard-navigable autocomplete and mobile filters, and gave the platform long-term support across successive upgrades.

Technologies: Hyvä, Magento 2 Commerce, Code Review, Data Migration, Internationalisation (i18n), Mentoring, Multi-store Architecture, Performance Tuning, Platform Upgrades, Security Patching, Solution Architecture, Technical Leadership, WCAG / Accessibility, Console Commands, Declarative Schema, Dependency Injection, EAV Modelling, Knockout.js, Less, Magento Data Migration Tool, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, Elasticsearch, OpenSearch, Amasty, libphonenumber, Mageplaza, MageWorx, Salesforce, SmartyStreets, Tableau, Talend, WMS Integration, Fastly, Full Page Cache, N+1 Optimisation, Raw SQL Optimisation, Redis, Varnish, REST API, Alpine.js, Tailwind CSS, MySQL, AWS, Linux, Nginx, PHP, Message Queues, RabbitMQ, CI/CD, Composer, Git, Postman, Split.io

Material Bank

Material Bank · 2021 – 2025

Role: Magento 2 Architect

I owned the Boards and Projects domain - the model the marketplace runs on, where a designer saves a material sample and has it shipped overnight. I rebuilt the Boards, Projects, Brands and Favorites REST APIs on service contracts for the 2.0 platform, and replaced ad-hoc board queries with proper data-interface mappers. I built back-in-stock notification end to end across backend, email and storefront, and rebuilt the SmartyStreets address verification with international autocomplete and per-country field mapping. I led the multi-store migration across more than a dozen custom modules, converting legacy install and upgrade schemas to declarative db_schema.xml.

Technologies: Hyvä, Magento 2 Commerce, Code Review, Internationalisation (i18n), Mentoring, Multi-store Architecture, Performance Tuning, Security Patching, Solution Architecture, Technical Leadership, Data Patches, Declarative Schema, Dependency Injection, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, Elasticsearch, OpenSearch, Searchspring, Amasty, Mageplaza, Salesforce, SmartyStreets, Tableau, Talend, WMS Integration, Fastly, Full Page Cache, N+1 Optimisation, Raw SQL Optimisation, Redis, Microservices Integration, REST API, Alpine.js, Sass, Tailwind CSS, MySQL, AWS, Linux, Nginx, PHP, Message Queues, RabbitMQ, CI/CD, Composer, Git, Postman, Split.io

Baublebar

Baublebar · 2021

Role: Senior PHP 7 and Magento 2 Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Used Composer to modularize the project.

Technologies: Code Review, Solution Architecture, Technical Leadership, Dependency Injection, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, Elasticsearch, OpenSearch, Redis, MySQL, Linux, Nginx, PHP, Message Queues, RabbitMQ, CI/CD, Composer, Git

Montana Silversmith

Montana Silversmith · 2021

Role: Senior PHP 7 and Magento 2 Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Used Composer to modularize the project.

Technologies: Code Review, Performance Tuning, Solution Architecture, Technical Leadership, Dependency Injection, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, Elasticsearch, OpenSearch, N+1 Optimisation, Redis, MySQL, Linux, Nginx, PHP, Message Queues, RabbitMQ, CI/CD, Composer, Git

Montana Silversmith B2B

Montana Silversmith B2B · 2021

Role: Senior PHP 7 and Magento 2 Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Used Composer to modularize the project.

Technologies: Code Review, Performance Tuning, Solution Architecture, Technical Leadership, Dependency Injection, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, Elasticsearch, OpenSearch, N+1 Optimisation, Redis, MySQL, Linux, Nginx, PHP, Message Queues, RabbitMQ, CI/CD, Composer, Git

Mediotype

Little Passports

Little Passports · 2021

Role: Senior PHP 7 and Magento 2 Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Developed two external API integrations from the provided Swagger API documentation.
- Developed a new product type, Subscription, based on the Bundle Product type with a large number of customizations.
- Used Composer to modularize the project.

Technologies: Magento 2 Commerce, Recurring Billing, Subscription Commerce, Code Review, Performance Tuning, Platform Upgrades, Solution Architecture, Technical Leadership, Custom Product Types, Data Patches, Declarative Schema, Dependency Injection, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, Elasticsearch, OpenSearch, Mageplaza, Swagger / OpenAPI, WeltPixel, N+1 Optimisation, Redis, Microservices Integration, REST API, MySQL, Linux, Nginx, PHP, Message Queues, RabbitMQ, CI/CD, Composer, Git, Postman

Pentair

Pentair · 2020 – 2021

Role: Senior PHP 7 and Magento Order Management Developer

- Developed customizations to the Magento Order Management integration for Magento 2.
- Developed a complex middleware to connect AWS SQS with the Magento Order Management JSON-RPC 2.0 API.
- Used Composer to modularize the project.

Technologies: Adobe Commerce Cloud, Magento 2 Commerce, Performance Tuning, Security Patching, Dependency Injection, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, Elasticsearch, OpenSearch, Full Page Cache, N+1 Optimisation, Redis, MySQL, Linux, Nginx, PHP, Message Queues, RabbitMQ, Composer, Postman

Alternative Apparel

Alternative Apparel · 2020

Role: Senior PHP 7 and Magento 2 Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Used Composer to modularize the project.

Technologies: Dependency Injection, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, Elasticsearch, OpenSearch, Redis, MySQL, Linux, Nginx, PHP, Message Queues, RabbitMQ, Composer

Englewood Wine Merchants

Englewood Wine Merchants · 2020

Role: Senior PHP 7 and Magento 2 Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Used Composer to modularize the project.

Technologies: Dependency Injection, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, Elasticsearch, OpenSearch, Redis, MySQL, Linux, Nginx, PHP, Message Queues, RabbitMQ, Composer

Palmetto State Armory

Palmetto State Armory · 2019

Role: Senior PHP 7 and Magento 2 Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Used Composer to modularize the project.

Technologies: Performance Tuning, Dependency Injection, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, N+1 Optimisation, Redis, MySQL, Linux, Nginx, PHP, Message Queues, RabbitMQ, Composer

Redbox Digital Ltd.

Nahdi Shop SA

Nahdi · 2018 – 2019

Role: Senior PHP 7 and Magento 2 Developer

- Led the team technically, assisting developers on every task and proposing feasible, functional solutions.
- Requirements analysis and development time estimates.
- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Developed new endpoints on the Magento 2 REST API based on client requirements.
- Support and bug fixing.
- Developed a Single Sign-On integration module with OpenID Connect.
- Used Composer to modularize the project.

Technologies: Adobe Commerce Cloud, Magento 2 Commerce, Magento Order Management, Multi-Source Inventory (MSI), Cash on Delivery, Click & Collect, Last-Mile Delivery, Loyalty Programs, Promotions Engine, Incident Response, New Relic, Observability, Code Review, Internationalisation (i18n), Mentoring, Multi-currency, Multi-language, Multi-store Architecture, Performance Tuning, RTL / Arabic Localisation, Security Patching, Technical Leadership, Cart Price Rules, Composer Patches, Declarative Schema, Dependency Injection, GraphQL, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, Algolia, Amasty, Fooman, Google Tag Manager, MiniOrange SSO, Omnichannel Integration, Siebel CRM, SMSA, Full Page Cache, N+1 Optimisation, Redis, Varnish, JWT, OAuth, OpenID Connect, REST API, MySQL, Linux, Nginx, PHP, Message Queues, RabbitMQ, Composer, Postman

H&M AE, BH, KW, SA

Alshaya · 2018

Role: Senior PHP 7 and Magento 2 Developer

- Requirements analysis and development time estimates.
- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Developed new endpoints on the Magento 2 REST API based on client requirements.
- Support and bug fixing.
- Used Composer to modularize the project.

Technologies: Adobe Commerce Cloud, Magento 2 Commerce, New Relic, Observability, Internationalisation (i18n), Mentoring, Multi-currency, Multi-language, Multi-store Architecture, Performance Tuning, RTL / Arabic Localisation, Security Patching, Dependency Injection, GraphQL, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, N+1 Optimisation, Redis, REST API, MySQL, Linux, Nginx, PHP, Message Queues, RabbitMQ, Composer, Postman

Mothercare AE, BH, KW, SA

Alshaya · 2018

Role: Senior PHP 7 and Magento 2 Developer

- Requirements analysis and development time estimates.
- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Developed new endpoints on the Magento 2 REST API based on client requirements.
- Support and bug fixing.
- Used Composer to modularize the project.

Technologies: Adobe Commerce Cloud, Magento 2 Commerce, New Relic, Observability, Internationalisation (i18n), Mentoring, Multi-currency, Multi-language, Multi-store Architecture, Performance Tuning, RTL / Arabic Localisation, Dependency Injection, GraphQL, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, N+1 Optimisation, Redis, REST API, MySQL, Linux, Nginx, PHP, Message Queues, RabbitMQ, Composer, Postman

Victoria's Secret ME

Alshaya · 2018

Role: Magento Business Analyst, Magento Technical Architect

- I was part of the team that held the early discussions and meetings leading to the final project solution proposal.
- Requirements analysis and development time estimates.
- Developed Magento modules to bootstrap the project and customize the e-commerce platform based on client requirements.

Technologies: New Relic, Observability, Internationalisation (i18n), Mentoring, Multi-currency, Multi-language, Multi-store Architecture, RTL / Arabic Localisation, Dependency Injection, GraphQL, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, Redis, REST API, MySQL, Linux, Nginx, PHP, Message Queues, RabbitMQ, Composer

GAP UAE/KSA

Al Tayer · 2017 – 2018

Role: Senior PHP 7 and Magento 2 Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Developed new endpoints on the Magento 2 REST API based on client requirements.
- Support and bug fixing.
- Used Composer to modularize the project.

Technologies: Adobe Commerce Cloud, Magento 2 Commerce, New Relic, Observability, Internationalisation (i18n), Mentoring, Multi-currency, Multi-language, Multi-store Architecture, Performance Tuning, RTL / Arabic Localisation, Dependency Injection, GraphQL, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, N+1 Optimisation, Redis, REST API, MySQL, Linux, Nginx, PHP, Message Queues, RabbitMQ, Composer, Postman

Mamas And Papas UAE/KSA

Al Tayer · 2017 – 2018

Role: Senior PHP 7 and Magento 2 Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Developed new endpoints on the Magento 2 REST API based on client requirements.
- Support and bug fixing.
- Used Composer to modularize the project.

Technologies: New Relic, Observability, Internationalisation (i18n), Mentoring, Multi-currency, Multi-language, Multi-store Architecture, Performance Tuning, RTL / Arabic Localisation, Dependency Injection, GraphQL, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, N+1 Optimisation, Redis, REST API, MySQL, Linux, Nginx, PHP, Message Queues, RabbitMQ, Composer, Postman

Nass UAE/KSA

Al Tayer · 2017 – 2018

Role: Senior PHP 7 and Magento 2 Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Developed new endpoints on the Magento 2 REST API based on client requirements.
- Support and bug fixing.
- Used Composer to modularize the project.

Technologies: New Relic, Observability, Internationalisation (i18n), Mentoring, Multi-currency, Multi-language, Multi-store Architecture, Performance Tuning, RTL / Arabic Localisation, Dependency Injection, GraphQL, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, N+1 Optimisation, Redis, REST API, MySQL, Linux, Nginx, PHP, Message Queues, RabbitMQ, Composer, Postman

Nisnass UAE/KSA

Al Tayer · 2017 – 2018

Role: Senior PHP 7 and Magento 2 Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Developed new endpoints on the Magento 2 REST API based on client requirements.
- Support and bug fixing.
- Used Composer to modularize the project.

Technologies: New Relic, Observability, Internationalisation (i18n), Mentoring, Multi-currency, Multi-language, Multi-store Architecture, Performance Tuning, RTL / Arabic Localisation, Dependency Injection, GraphQL, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, N+1 Optimisation, Redis, REST API, MySQL, Linux, Nginx, PHP, Message Queues, RabbitMQ, Composer, Postman

Ounass UAE/KSA/QAT

Al Tayer · 2017 – 2018

Role: Senior PHP 7 and Magento 2 Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Developed new endpoints on the Magento 2 REST API based on client requirements.
- Support and bug fixing.
- Used Composer to modularize the project.

Technologies: New Relic, Observability, Internationalisation (i18n), Mentoring, Multi-currency, Multi-language, Multi-store Architecture, Performance Tuning, RTL / Arabic Localisation, Dependency Injection, GraphQL, Knockout.js, Less, Plugins / Interceptors, RequireJS, Service Contracts, UI Components, N+1 Optimisation, Redis, REST API, MySQL, Linux, Nginx, PHP, Message Queues, RabbitMQ, Composer, Postman

Level Shoes

Chalhoub · 2016 – 2017

Role: Senior PHP and Magento Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Developed a Magento extension to integrate the Fetchr carrier.
- I was in charge of code reviews and deployments.
- Used Composer to modularize the project.

Technologies: Magento 1 Commerce (EE), New Relic, Observability, Internationalisation (i18n), Mentoring, Multi-currency, Multi-language, Multi-store Architecture, Performance Tuning, RTL / Arabic Localisation, N+1 Optimisation, jQuery, Prototype.js, MySQL, Apache, Linux, PHP, Postman

Sephora Middle East

Chalhoub · 2016 – 2017

Role: Tech Lead, Senior PHP and Magento Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Developed a Magento extension to integrate the Fetchr carrier.
- I was in charge of code reviews and deployments.
- Used Composer to modularize the project.

Technologies: Magento 1 Commerce (EE), Cash on Delivery, Last-Mile Delivery, POS Integration, New Relic, Observability, Code Review, Internationalisation (i18n), Mentoring, Multi-currency, Multi-language, Multi-store Architecture, Performance Tuning, Release Management, RTL / Arabic Localisation, Security Patching, Security Remediation, Technical Leadership, Cron / Scheduled Jobs, EAV Modelling, Layout XML, Algolia, Amasty, CyberSource, Fetchr, Fodel, Google Tag Manager, MageWorx, Naqel, PayFort, Qordoba, SMSA, Target2Sell, Winshop POS, Xtento, Cache Key Engineering, Full Page Cache, N+1 Optimisation, Redis, Varnish, REST API, SOAP / WSDL, Webhooks, Zend Framework, CSS, HTML, jQuery, Prototype.js, MySQL, Apache, Linux, JavaScript, PHP, Composer, Git, Postman

Wojooh

Chalhoub · 2016 – 2017

Role: Senior PHP and Magento Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Developed a Magento extension to integrate the Fetchr carrier.
- I was in charge of code reviews and deployments.
- Used Composer to modularize the project.

Technologies: Magento 1 Commerce (EE), New Relic, Observability, Internationalisation (i18n), Mentoring, Multi-currency, Multi-language, Multi-store Architecture, RTL / Arabic Localisation, jQuery, Prototype.js, MySQL, Apache, Linux, PHP, Postman

Screwfix Omni Channel

Screwfix · 2016

Role: Senior PHP and Magento Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Used Composer to modularize the project.

Technologies: Magento 1 Commerce (EE), New Relic, Observability, jQuery, Prototype.js, MySQL, Apache, Linux, PHP

Summa Solutions

Cetrogar

Cetrogar · 2016

Role: PHP Developer

- A short, narrowly scoped engagement on the Magento 1 storefront of an Argentinean consumer-electronics and home-appliances retailer.
- Built a reporting module from scratch for the admin panel: order detail, product report and a bestsellers-with-SKU ranking, with a CLI command to backfill historical data and its own ACL scoping.
- Applied Magento security patches.

Technologies: Magento 1 Open Source (CE), SEO, Console Commands, EAV Modelling, Facebook SDK, Mirasvit, SPS Decidir, jQuery, Prototype.js, MySQL, Apache, Linux, PHP, Magento Shell / CLI

Meet Magento Argentina

Meet Magento AR · 2015 – 2016

Role: PHP and Frontend Developer

- Customized WordPress templates based on client requirements.
- Data entry and WordPress training for co-workers.

Technologies: WordPress

Stylewatch

Stylewatch · 2015 – 2016

Role: PHP and Magento Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Upgraded Magento CE 1.8.1.0 to 1.9.2.0.
- Security improvements and latest Magento Patches applied.
- Long-term technical support.

Technologies: Magento 1 Commerce (EE), Magento 1 Open Source (CE), Performance Tuning, Platform Upgrades, Security Patching, Security Remediation, Cart Price Rules, Amasty, Andreani, Ebizmarts, MailChimp, Mandrill, SPS Decidir, Cache Key Engineering, Full Page Cache, N+1 Optimisation, SOAP / WSDL, jQuery, Prototype.js, MySQL, Apache, Linux, PHP, Composer

US Polo

US Polo · 2015 – 2016

Role: PHP and Magento Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Security improvements and latest Magento Patches applied.
- Long-term technical support.

Technologies: Magento 1 Commerce (EE), jQuery, Prototype.js, MySQL, Apache, Linux, PHP

Carrefour

Carrefour · 2014 – 2016

Role: PHP and Magento Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Integrated a Magento module for in-store pickup.

Technologies: Magento 1 Commerce (EE), jQuery, Prototype.js, MySQL, Apache, Linux, PHP

El Burgues

El Burgues · 2014 – 2016

Role: PHP and Magento Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Developed a Magento extension to integrate the Andreani carrier.
- Integrated the SPS Decidir payment method.
- Security improvements and latest Magento Patches applied.
- Long-term technical support.
- Integrated a Magento module for in-store pickup.

Technologies: Magento 1 Commerce (EE), Magento 1 Open Source (CE), Click & Collect, Loyalty Programs, Promotions Engine, Internationalisation (i18n), Performance Tuning, Security Patching, Security Remediation, Cart Price Rules, Cron / Scheduled Jobs, Andreani, SPS Decidir, N+1 Optimisation, SOAP / WSDL, jQuery, Prototype.js, MySQL, Apache, Linux, PHP

Makro Virtual

Makro · 2014 – 2016

Role: PHP and Magento Developer

- Migrated the server from the previous provider.
- Long-term technical support.
- Performance analysis and documentation of the fixes and improvements to make.
- Security improvements and latest Magento Patches applied.
- Upgraded Magento 1.6 to 1.9 and improved performance on many pages.

Technologies: Magento 1 Commerce (EE), Magento 1 Open Source (CE), Multi-store Architecture, Performance Tuning, Platform Upgrades, Security Patching, SEO, EAV Modelling, PagosOnLine / PSE, Cache Key Engineering, Full Page Cache, N+1 Optimisation, Raw SQL Optimisation, Redis Session Storage, Varnish, jQuery, Prototype.js, MySQL, Apache, Linux, PHP

QBC - Que Buena Compra

El Tiempo · 2014 – 2016

Role: PHP and Magento Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Security improvements and latest Magento Patches applied.
- Long-term technical support.

Technologies: Magento 1 Commerce (EE), Performance Tuning, Security Patching, Full Page Cache, N+1 Optimisation, Varnish, jQuery, Prototype.js, MySQL, Apache, Linux, PHP

QBC - Subastas

El Tiempo · 2014 – 2016

Role: PHP and Magento Developer

- Requirements analysis and development time estimates.
- Developed a web app for online auctions based on client requirements, using Twitter Bootstrap.
- Developed full-Ajax functionality for the product and moderation pages.
- Developed back-end functionality and REST services consumed by external websites.

Technologies: Ajax, Bootstrap

Grand Marché

Grand Marche · 2013 – 2016

Role: PHP and Magento Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Developed a Magento extension to integrate the Andreani carrier.
- Developed a Magento extension for social login with Google+, Facebook and Twitter.
- Integrated and customized the uDropship Vendors module.
- Long-term technical support.
- Security improvements and latest Magento Patches applied.
- Integrated the MercadoPago Marketplace payment method.
- Integrated the MercadoPago Express payment method.
- Integrated the TodoPago payment method.
- Integrated the SPS Decidir payment method.
- Developed new reports based on client requirements.
- Developed multi-vendor selling functionality.
- Estimated SEO integrations and social-media settings to attract more visitors.
- Developed a new design and theme adjustments as a front-end developer.

Technologies: Magento 1 Commerce (EE), Magento 1 Open Source (CE), Click & Collect, Last-Mile Delivery, Marketplace / Multi-vendor, Multi-store Architecture, Performance Tuning, Security Patching, Cron / Scheduled Jobs, EAV Modelling, Andreani, Ebizmarts, Facebook SDK, Fishpig, MailChimp, Mandrill, MercadoPago, SPS Decidir, TodoPago, Twitter OAuth, Unirgy Udropship, Cache Key Engineering, Full Page Cache, N+1 Optimisation, Varnish, OAuth, SOAP / WSDL, jQuery, Prototype.js, MySQL, Apache, Linux, PHP

Palacio de Hierro

Palacio de Hierro · 2014 – 2015

Role: PHP and Magento Developer

Requirements analysis and development time estimates.

Technologies: Magento 1 Commerce (EE), Performance Tuning, N+1 Optimisation, jQuery, Prototype.js, MySQL, Apache, Linux, PHP

Environmental Lights

Environmental Lights · 2014

Role: PHP and Magento Developer

Developed a responsive Magento theme and the JavaScript to optimize its responsive behaviour.

Technologies: Magento 1 Commerce (EE), jQuery, Prototype.js, MySQL, Apache, Linux, PHP

TGC - The Great Courses

The Great Courses · 2014

Role: PHP and Magento Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Developed Ajax functionality for the product, shopping cart and checkout pages.

Technologies: Magento 1 Commerce (EE), Performance Tuning, N+1 Optimisation, jQuery, Prototype.js, MySQL, Apache, Linux, PHP

Vapeworld

Vapeworld · 2014

Role: PHP and Magento Developer

- Developed Magento modules to customize the e-commerce platform based on client requirements.
- Upgraded Magento 1.6 to 1.9 and improved the legacy code.
- Developed a new feature to obtain better prices on specific products.

Technologies: Magento 1 Commerce (EE), jQuery, Prototype.js, MySQL, Apache, Linux, PHP

Temperies IT

GWN Mobile

GWN Mobile · 2013

Role: PhoneGap Developer

- Developed a mobile application consuming the GWN application through REST services.
- Integrated native code for Android and iOS devices with PhoneGap.

Technologies: jQuery, Android, iOS, jQuery Mobile, PhoneGap

Ruby on Rails e-Commerce

Ruby on Rails e-Commerce · 2013

Role: Front-end and Back-end Developer

Developed a web application following Rails conventions, using Twitter Bootstrap.

Technologies: Ruby on Rails, Bootstrap, Ruby

Santander Rio KM

Santander Rio KM · 2012 – 2013

Role: Front-end Developer

Developed front-end views and JavaScript code with jQuery, targeting IE8.

Technologies: SharePoint, CSS, HTML, jQuery, JavaScript

Crixos.com

Crixos · 2012

Role: Front-end Developer

Developed features for the web application, including a CSV e-mail import from Hotmail and Gmail contact exports.

Technologies: Yii, CSS, HTML, jQuery, MySQL, JavaScript, PHP