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

PHP Developer

Summa Solutions · Oct 2013 – Mar 2016

Web Developer

Temperies IT · Oct 2012 – Oct 2013

Technical support and customer service

TODOSISTEMAS · May 2008 – Feb 2009

Developer and Technical support

Freelance · Jan 2008 – present

EDUCATION

University Technician in Programming and Network Administration

UNCPBA · 2011 – 2013

Software Engineering

UNCPBA · 2010 – 2019 · coursework, degree not completed

Computer Technician

EET Nº2 Ing. Felipe Senillosa · 2007 – 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

SELECTED WORK

FedEx Office

FedEx · McFadyen Digital · 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

Material Connexion 2.0

Material Connexion 2.0 · Im Digital · 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

Material Bank

Material Bank · Im Digital · 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