

SUMMARY

Senior full-stack developer and technical project manager with **14 years** of experience building and leading web platforms, most recently a **Laravel / Vue two-sided marketplace** built for ~3M buyers. Strong in **backend architecture** (service layers, Redis queues, caching), **payments and wallet flows**, search, and **test-driven delivery**. Experienced in running technical projects end to end, mentoring developers, and working directly with clients and stakeholders.

PROFESSIONAL EXPERIENCE

Technical Project Manager & Backend Lead Mar 2025 – Jul 2026
Osdire (iCopify Ltd) – Freelance Marketplace Platform

Two-sided freelance marketplace (Fiverr/Upwork model) built for ~3M buyers, ~60% mobile traffic. Joined as Senior Backend Developer and was promoted to lead technical delivery and the backend team.

Stack: Laravel 12, PHP 8.4, MySQL, Redis, Vue 3, Inertia.js, Tailwind, AWS S3, Meilisearch, Horizon, Pusher/Soketi

- **Architected the platform from project setup:** thin controllers over a **259-service layer** shared by web and mobile, Form Request validation, named Redis queues on Horizon, and model-event cache invalidation.
- **Ran technical delivery across 15 core modules**, including gigs, search, orders with an escrow-style wallet, payments (Braintree/PayPal, Payoneer), messaging, KYC and onboarding, notifications and admin.
- **Built the gig creation and publishing flow with AI content moderation** and an escalating resubmission cooldown (24h to 1 week), unified across web and mobile.
- **Designed the marketing attribution pipeline:** first- and last-touch signup capture, a secure URL shortener, and a shared bot and click-quality filter across affiliate, referral and short links, keeping reports clean without losing data.
- **Improved discovery and performance:** Meilisearch ranking and boost jobs, Core Web Vitals fixes (LCP preload), and lossless SSIM-checked image optimisation.
- **Second-highest contributor** (~1,240 commits); built out **137 Pest feature-test files** and made validation translation-ready.

Senior Web Developer Oct 2021 – Nov 2024
Pacific Prime Insurance Brokers Ltd., Hong Kong

- **Increased conversion rates by 250%** through optimised **landing pages** and customer relationship strategies.
- **Connected multiple insurers' APIs** and other third-party services to extend site functionality and user experience.
- **Set project milestones** and worked with clients and designers to deliver platforms tailored to user needs.
- Also developed **Kwiksure** (kwiksure.com) on the same PHP, MODX, Laravel and Docker stack.

TECHNICAL SKILLS

Laravel & PHP 8
Vue 3, Inertia.js, Tailwind
Livewire, Alpine.js, Filament
MySQL, PostgreSQL & Redis
LLM integration (Laravel AI SDK)
Queues & caching (Horizon)
Meilisearch
AWS S3
Web API development
Payments (Stripe, Braintree, PayPal, Payoneer)
Testing & static analysis (Pest, PHPStan)
WordPress & CMS platforms
SEO & Core Web Vitals
Performance tuning

SKILLS

Team leadership & mentoring
Technical project management
Client engagement
Bespoke solution design
Business model analysis
Constructive critiquing

EDUCATION

HONG KONG BAPTIST UNIVERSITY
Bachelor of Science (Hons.)
in **Computer Science**
Minor in Business
2005 – 2008

LANGUAGES

Fluent in spoken and written **English**,
Cantonese and **Mandarin**.

Senior Programmer

Aug 2017 – Oct 2021

Dataplugs Limited, Hong Kong

- **Developed a new DCMI system** automating management of **20,000+ servers**, resulting in a **500% efficiency increase**.
- **Acted as project lead** for business automation projects, overseeing development, budgets and resources.
- **Gathered requirements** across departments and **mentored junior developers**.

Co-founder & Senior Programmer

Jun 2016 – Jul 2017

Webbit, Hong Kong

- **Managed projects from quotation to completion**, leading teams to meet tight deadlines and handling client enquiries.
- **Designed full client packages** covering design, programming, **SEO/SEM**, hosting and maintenance.

Web Programmer

Nov 2014 – Jun 2016

Milestone Information Technology Limited, Hong Kong

- **Developed** websites, **e-commerce** sites and **mobile apps** using **WordPress** and **Monaca**.
- **Led internal R&D projects** and delivered client solutions with limited resources.

Co-founder & Web Programmer

May 2012 – Jan 2014

Webbit, Hong Kong

- **Co-founded Webbit**, a web design and development studio offering design and development consultancy and services.
- **Built dynamic PHP web pages** and web applications with **cross-browser support**, working closely with the design team.

PROJECTS

BonHand – Founder & Full-Stack Developer

Jun 2026 – Present

Own SaaS product (pre-launch)

A client-relationship SaaS for independent professionals such as tutors and coaches: scheduling, client history, payment tracking and a client portal.

Stack: PHP 8.5, Laravel 13, Livewire 4, Flux UI, Alpine.js, Tailwind CSS 4, PostgreSQL, Stripe, Filament 5, Horizon, Laravel Cloud

- **Designed and built the whole product solo:** data model, billing, UI, **Filament admin panel** with revenue and usage reports, and deployment; available in English and Traditional Chinese.
- **Built a scheduling system** for recurring and group sessions, with clash detection and an **ICS calendar feed**.
- **Integrated an LLM** (Laravel AI SDK) to summarise client history and draft WhatsApp or email updates, with every draft reviewed before sending.
- **Built a secure client portal** with revocable token links, optional passwords, private file sharing, and client-reported payments the pro confirms.
- **Built three-tier Stripe subscription billing** (Laravel Cashier), metered on unique clients over a trailing 3-month window, with plan-based feature gating.
- **Built SEO-indexable public profiles** with a spam-protected contact form (Turnstile, honeypot, rate limiting).
- **Kept code quality high** with Pest feature and browser tests, **PHPStan** (Larastan) static analysis, and a strict request/service/repository structure.

REFERENCES

References available upon request.

For more details about my projects, please visit vito-li.com.