

Federico Roiffe

Senior Full Stack Developer

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PROFILE

Full stack developer with 27 years of professional experience, 12 of them running an independent development studio with a small partner team. Deep expertise in Laravel and PHP, delivering websites, intranets, and custom business systems, including long-term full-time retainer engagements. Recently adopted AI-assisted development workflows (Claude Code), significantly increasing delivery speed across the full project lifecycle while keeping senior-level code quality.

CORE SKILLS

- Languages & Frameworks: PHP, Laravel, ASP, .NET (early career)
- Databases: MySQL, SQL Server, PostgreSQL
- Front-end: Vue.js, jQuery
- Agile methodologies: Scrum (planning, daily, retro), Jira
- Advanced use of Claude Code: pre-execution planning workflows, generated code review, custom skills for repetitive tasks (debugging, testing)
- In progress: AI Engineering training (LLMs, RAG)
- APIs / Integrations: RENAPER, Nosis, Meta, Google, MetaMap, Zoho CRM, MercadoPago, PayU, Pilot, SendPulse, Doppler

EXPERIENCE

Founding Partner & Senior Developer, Identidad Digital - Independent Software Studio 2014 - Present

- Co-founded and run an independent 3-person development studio alongside two former colleagues, delivering websites, intranets, and custom systems across a wide range of industries.
- Held a full-time freelance retainer engagement for 7 consecutive years with a single client, acting as embedded senior/lead developer and technical reference for architecture decisions.
- Since 2025, integrated AI-assisted development (Claude Code) into the studio's workflow, cutting delivery time on typical projects while maintaining senior-level code quality.

Selected projects:

- Web platform and management system for a car dealership, integrating with Pilot.
- Pet identification system via QR codes - over 180,000 pets registered - enabling anyone who finds a lost pet to contact the owner, plus vaccination reminders.
- Crowdfunding platform for investment management - over 200,000 registered users - with identity verification via MetaMap and Zoho CRM integration.
- Fintech platform for credit origination, integrating RENAPER (national ID verification) and Nosis (credit bureau) APIs.
- Custom CRM for lead management, integrating SendPulse, Doppler, Google Calendar, Google Contacts, Meta Conversions API, and Meta Leads API.
- E-commerce stores, primarily for a toy retailer, integrating MercadoPago and PayU payment gateways.
- Modules and integrations for ERP systems.
- Marketplace/directory for locating auto parts shops and repair workshops by location and service.

Head of Development, Webar - Advertising Agency 2008 - 2014

- Promoted to Head of Development after 8 years as Senior Developer at the same agency, leading the technical/development team.
- Responsible for the technical direction of client web projects, overseeing development standards and delivery across the agency's client portfolio.
- Worked with ASP, PHP, .NET, SQL Server and MySQL.

Senior Developer, Webar - Advertising Agency 2000 - 2008

- Developed and maintained client websites and web applications using ASP, later PHP and .NET.

LANGUAGES

- Spanish - Native
- English - Intermediate
- Portuguese - Basic

EDUCATION

- Tecnico en Computacion - Instituto de Tecnologia ORT, 1999