

Alex Goldberg

Senior Full Stack Developer — PHP / Laravel / Mobile / AI

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SUMMARY

Full Stack Developer with 9+ years shipping production PHP/Laravel backends, REST APIs, and hybrid mobile apps. Currently lead developer on a team of 7+ behind a live iOS/Android health app with 120K+ installs, including AI-driven cycle insights and chat-based guidance built on the OpenAI API. Comfortable owning products end-to-end — backend, mobile, integrations, App Store releases, and production support — and working directly with founders and teams to ship reliably.

CORE SKILLS

Backend: PHP 8, Laravel, Symfony, REST APIs, PHPUnit

Mobile: Ionic (iOS & Android), Kotlin, App Store & Google Play

AI / LLM: OpenAI API (GPT-4 / GPT-4o), prompt engineering

Databases: MySQL, PostgreSQL

Frontend: JavaScript, TypeScript, Angular, HTML, CSS

Infrastructure: AWS, Linux, Nginx, Git, CI/CD

CMS / E-commerce: WordPress, WooCommerce, Magento, OpenCart

Integrations: Apple/Google IAP, Stripe, PayPal, Firebase, AdMob

WORK EXPERIENCE

Selin.app — Senior Full Stack Developer (Lead)

2024 - Present · Mobile health app (iOS & Android) — 120K+ installs · selin.app

- Joined early-stage and led development from initial build through 120K+ installs across iOS and Android
- Lead developer on a team of 7+, owning architecture and delivery across backend, mobile, and AI features
- Designed and shipped the paid subscription model that monetizes the app, including Apple/Google in-app purchases, entitlements, and renewal logic
- Built the AI feature set on the OpenAI API: daily personalized cycle and ovulation insights plus chat-based symptom guidance
- Built and scaled Laravel REST APIs powering the full mobile user base
- Developed the hybrid mobile app in Ionic; shipped 20+ App Store and Google Play releases
- Integrated Firebase (Auth, Push, Analytics) and AdMob alongside the subscription stack
- Owned architecture decisions, deployments, monitoring, and production support end-to-end

Astrograph Software Inc. — PHP / Web Developer

2023 - 2024 · Astrology web & mobile products

- Modernized legacy PHP backend, improving stability and reducing recurring production issues
- Built REST API endpoints consumed by iOS and Android apps
- Designed, built, and launched a new WordPress marketing site
- Refactored core modules for performance and maintainability
- Integrated third-party astrology data sources and external services into the product stack

Frame One — PHP / Laravel Developer

2021 – 2023 · Remote post-production platform for video teams

- Built and maintained Laravel backend services and APIs powering a platform used by 800–1,000 internal users
- Developed admin dashboards and operational tooling for post-production workflows
- Implemented authentication and data sync integrations across internal services
- Improved performance and stability of legacy services through targeted refactoring
- Collaborated directly with product and operations to scope and ship new features

Vizual Technologies, Inc. — WordPress Developer

2019 – 2021

- Built and maintained 10–25 WordPress sites and WooCommerce stores for clients across multiple industries
- Developed custom themes and plugins to extend WordPress beyond off-the-shelf functionality
- Integrated Stripe and PayPal payment flows for e-commerce clients
- Optimized site performance, SEO, and Core Web Vitals
- Maintained and updated existing client sites in production

KFC International — PHP Developer (Contract)

2017 – 2019 · Global marketing asset platform

- Built a web-based file management platform used by KFC marketing teams in 15+ countries
- Developed a PHP backend handling large volumes of marketing assets — upload, organization, and access control
- Implemented role-based user access and content management for marketing workflows
- Supported and improved a production system serving global marketing operations

EDUCATION

Master's Degree — Odessa National Maritime University