

Pavel Ufimtsev

Senior Backend Developer & Tech Lead | Technical Consultant

PHP / Laravel · Node.js / TypeScript · Integrations · Technical SEO

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PROFILE

Developer and technical lead building production web platforms since 2012. Co-founder of Pikadil, leading three developers while staying hands-on with architecture and backend development. Experience spans SaaS, e-commerce, integrations, and technical SEO. Work directly with clients from scoping through delivery.

Open to consulting, agency partnerships, and remote senior developer or tech lead contracts, including full-time engagements of 3–6 months.

CORE SKILLS

Development: PHP, Laravel, Node.js, Express, TypeScript, React, Vue, WordPress, WooCommerce

Data and infrastructure: MySQL, PostgreSQL, Redis, search, queues, Docker, AWS, CI/CD

Delivery: API and CRM integrations, payments, performance optimization, technical SEO, AI-assisted workflows, code review, team leadership

SELECTED EXPERIENCE

Pikadil is an ongoing co-founder role; consulting engagements have run alongside it.

Pikadil | Co-founder & Tech Lead

2023–present · Own product

- Own architecture across a social shopping platform, public API, and Flutter app; lead three developers, delivery planning, and code review.
- Built community features, administration tools, and integrations with 10+ CPA and affiliate networks for offer ingestion and tracking.
- Optimized queries, queues, caching, and search; implemented technical SEO and Docker-based development with CI/CD.

Audience Atlas | Senior Full-Stack Developer

2026–present · Part-time contract

- Built a React, TypeScript, Node.js, and PostgreSQL audience-intelligence SaaS with agency/client accounts, permissions, and white-label branding.
- Developed geographic audience targeting, CRM delivery through Zapier and GoHighLevel, webhook retries, and delivery tracking.
- Implemented credit-based billing, usage reporting, recurring synchronization, data exports, and audit logging.

OklaMedia | WordPress & WooCommerce Developer

2024–present · Part-time agency partner

- Deliver custom themes, plugins, checkout and B2B features, booking workflows, and payment/CRM integrations under the agency's brand.
- Reduced autocomplete response time from approximately 2 seconds to 40 ms; handle performance, technical SEO, deployments, and maintenance.

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SELECTED PROJECTS AND CONTRACTS

CoffeeHow | Lead Developer, WordPress & SEO

2026 · Four-month project

- Rebuilt a publishing site with a custom theme, brewing calculators, content architecture, and seven structured-data types.
- Recorded production mobile Lighthouse scores of 92 Performance, 100 Accessibility, and 100 SEO; built an editorial AI workflow with human approval.

Color4U | Full-Stack Developer

2023–present · Intermittent project work

- Built a custom PHP/MariaDB publishing CMS and browser-based personalization tools with image and PDF exports, including classroom batch PDFs.
- Integrated OpenAI and fal.ai into artwork-generation and publishing workflows with retries, editorial review, and controlled release.

PitchMatch | Full-Stack Developer

2026 · Three-month project

- Built a React/Node.js PR workflow platform for journalist requests, expert matching, assignments, and status tracking.
- Implemented AI matching and profile-grounded response drafts with human review, backed by MariaDB and Docker.

RedIntell | Senior Backend Developer

2024–2025 · Part-time contract

- Built a Laravel REST API integrating BigQuery, Meta Ad Library, and website-change monitoring, with scheduled synchronization, queues, and audit logs.

LinkScripts | Senior Full-Stack Developer

2024–2025 · Contract

- Extended an Ottehr-based telehealth platform with FHIR patient/provider workflows, NMI payments, notifications, and serverless automation in a HIPAA-regulated environment.

EARLIER EXPERIENCE

SmartStory · Full-Stack PHP Developer · 2021–2022

Built personalized-book generation and WooCommerce/Lulu fulfillment workflows supporting 7,700+ personalized book orders.

2FindLocal · Founder & Full-Stack Engineer · 2012–2015; modernization in 2026

Built a directory with 14M+ business records; modernized PHP/MySQL, optimized queries and indexes, and reworked technical SEO.

Additional roles: OpenShops (2022), CoffeeProject (2018–2020), GetViral (2017–2018), and CalcApps.io (2015–2017). Development across geospatial search, e-commerce, campaign SaaS, and calculation tools.

EDUCATION AND LANGUAGES

Computer Science, Queens College (CUNY)

English: fluent · Russian: native