

Alfredo Flores Valenzuela

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PROFILE

Web developer who builds, launches and then keeps running the systems he ships: client onboarding, CRM and third-party integrations, tracking down bugs and performance problems in code I did not always write, and owning the infrastructure underneath — DNS, domains, SSL, hosting and deploys. Used to being the only technical person on a project, working straight with the business owner.

EDUCATION

B.Eng., Computer Technology Engineering

2026

Tecnológico de Monterrey (ITESM), Monterrey, Mexico

EXPERIENCE

Lead Developer and Technology Partner

2025 – present

El Cárcamo Park, Hermosillo, Mexico — food and entertainment venue, seven in-house F&B brands, opening 2026–27

- Sole owner of the full software stack. Built a multi-brand point-of-sale platform running three sales channels — counter, self-service kiosk and drive-thru — off one shared product and modifier engine, so a single menu change propagates everywhere at once.
- Built the customer loyalty mobile app (React Native / Expo): dual-balance ledger wallet, rotating time-limited QR identification, and tiered cashback rules configurable without a code deploy.
- Integrated Stripe payments via webhooks into serverless functions, Twilio Verify for SMS phone verification, and Resend for transactional email on a custom authenticated domain (SPF/DKIM).
- Run all production infrastructure: multiple domains across DNS, SSL and hosting, plus deploys, database migrations and schema versioning.

Freelance Web and Systems Developer

2024 – present

Independent, Hermosillo, Mexico

- **Laser hair-removal chain — CRM currently in use across four locations:** client records, appointment and treatment history, session tracking and revenue dashboards. Handled onboarding, configuration and staff training at each location.
- **Batting-cage venue — point-of-sale live in daily production:** sales, shift management, cash reconciliation on a custom business-day cutoff, and automated daily and monthly reporting.
- **Troubleshooting:** traced a silent data fault where an undocumented 1,000-row API limit was under-reporting monthly revenue with no error thrown. Rebuilt reporting on server-side aggregation and back-filled four months of financials.
- **Uptime monitoring:** built a Telegram watchdog (pg_cron + pg_net) polling the production API every two minutes and alerting on failure — outage detection went from hours to minutes, backed by a written recovery playbook.
- **Websites:** designed, built and launched ten brand sites — responsive builds, DNS setup and migration, SSL, and page-speed tuning.

TECHNICAL SKILLS

Languages and frameworks: JavaScript, TypeScript, HTML5, CSS3, SQL (PostgreSQL / PL-pgSQL); React, React Native (Expo), TanStack Start, responsive design, cross-browser QA, PWA

Integrations and automation: REST APIs, webhooks, Stripe, Twilio Verify, Resend (SPF/DKIM), Telegram Bot API, payment-terminal APIs

CRM and client systems: custom CRM design and rollout, client onboarding and configuration, staff training and written documentation

Infrastructure and hosting: DNS and domain configuration, SSL, site migrations, Vercel, GitHub CI/CD, Capacitor (PWA to Android), kiosk deployment

Performance and technical SEO: Core Web Vitals and page-speed optimization, Google Analytics 4, Google Search Console, uptime monitoring and alerting

Databases: PostgreSQL, Supabase (Row Level Security, Edge Functions, pg_cron), schema design, migrations

Spoken languages: Spanish (native), English (professional working proficiency), Mandarin Chinese