

Oren Epstein

Tampa, Florida | oepeindev@gmail.com | <https://www.linkedin.com/in/orenbarak/>

Summary

I'm a backend engineer specializing in PHP and relational databases, focused on building reliable, revenue-critical systems for logistics, e-commerce, and internal tools. I use AI coding assistants as a force multiplier to ramp up on unfamiliar codebases quickly, ship features faster, and keep quality high under pressure. Over 30 years of coding, I've consistently been the individual contributor who owns hard backend problems end-to-end: clarifying requirements, designing APIs and data models, hardening queries, and improving tooling so support teams and customers have fewer issues.

Skills

Backend & Languages: PHP (legacy through modern versions), JavaScript, HTML5, CSS3, jQuery, basic Python

Frameworks: Symfony, Laravel, CakePHP, CodeIgniter, Yii2, Zend, Kohana

Frontend: Vue.js, basic React, Bootstrap, Tailwind

Databases: MySQL, MSSQL Server, Postgres

Cloud & DevOps: Docker, DDEV, AWS (Lambdas, PHP API), GitHub Actions

AI-Assisted Development: Daily use of AI coding assistants for implementation, refactoring, and test scaffolding

Tools & Version Control: VS Code, Windsurf, Sublime Text, Notepad++, Git (GitHub, Bitbucket, GitLab)

Operating Systems: macOS, Linux (Bash scripting), Windows Server/Windows

E-Commerce: Stripe, PayPal, Braintree, Kount

AI: Claude, Copilot, Gemini

Experience

Senior PHP Developer (Individual Contributor, Contract)

Anala Incorporated | January 2024 – Present

Tampa, Florida

- Designed and implemented inventory management, SMS, and ordering systems for EverythingAutoGlass.com, cutting manual order entry time by an estimated 40% and enabling same-day processing for 95% of orders.
- Used Claude, GitHub Copilot, and Perplexity to design, implement, and refactor C# APIs and Vue.js frontends, improving development speed by ~30% while maintaining high code quality.
- Integrated the Phinx database migration system into a custom Symfony codebase to improve database management and reduce deployment errors by 25%.
- Built PHP API endpoints for multi-vendor inventory and ordering, improving quote response times from ~10 seconds to under 3 seconds on average.
- Built proof-of-concept vendor inventory and ordering sites using Laravel 10/11 to validate new features and workflows.
- Collaborated with stakeholders to capture requirements through story writing and translate them into technical tasks and implementations.
- Drove projects from conception to launch as a senior individual contributor, coordinating with global remote teammates to meet weekly development goals.
- See LinkedIn profile for two recommendations from my Anala PM and manager detailing my impact on backend systems and delivery.

Senior PHP Developer (Individual Contributor)

- **SunteckTTS/Mode Transportation** | January 2019 – January 2024
Tampa, Florida
- Developed and maintained the Laravel 9 Carrier Portal used by 1,000+ carriers, contributing to year-over-year digital load tender volume growth of an estimated 15–20%.
- Created Laravel microservices to expose legacy monolith functionality, reducing time to ship new customer-facing features from several weeks to a few days.
- Hardened and optimized legacy MySQL queries to improve performance and reduce risk.
- Enhanced core Load Form functionality based on user feedback to improve usability.
- Implemented technical architecture options based on JIRA specifications, balancing performance, security, and maintainability.
- Collaborated with a global team of 100 developers to maintain and improve six customer-facing web properties.
- Reviewed pull requests to ensure code quality and consistency while remaining an individual contributor.
- Delivered features and bug fixes in line with sprint planning, working across multiple languages and stacks.

Senior PHP Developer / Technical Contributor

E2 Generations | August 2018 – December 2018

Tampa, Florida

- Ran daily standups and coordinated with in-house and remote developers to keep sprint work on track, while contributing code directly.
- Upgraded Advisors Academy from PHP 5.x to 7.2 and CodeIgniter from 2.x to 5.4, improving average response times by ~25% and closing dozens of long-standing production bugs.
- Repaired and rebuilt 450+ SQL injection vulnerabilities to significantly improve security.
- Maintained and enhanced a legacy CakePHP application for SoilConnect.com, collaborating with Web, Android, and iOS teams to rebuild the web API endpoint.
- Performed data repairs and fixed caching/filtering issues on a Laravel-based Solo Client Portal to improve performance and reliability.

Senior PHP Developer / Technical Contributor

Symphonic Distribution | August 2017 – August 2018

Tampa, Florida

- Maintained and enhanced the Symphonic Management System, supporting thousands of digital releases per month with >99.9% processing uptime.
- Built a custom DDEX importer that automated client content delivery, reducing manual ingestion effort by an estimated 60%.
- Improved XML generator classes to increase delivery accuracy and robustness.
- Contributed to enhancements of V1 products and a portable V2 packing system using AWS Transcode and AWS ImageService.
- Worked on a two-person team to refactor the entire content delivery process from ingestion to asset packing and distribution.
- Used AWS CLI tools to ensure accurate encoding, uploading, and management of client content, including Lambda for background jobs.
- Implemented UX improvements such as a breadcrumbs navigation system for client release creation.
- Submitted 157 pull requests in the first 177 days, contributing to both front-end enhancements and back-end support.
- Refactored asset bundling processes for vendor distribution and rewrote the preview engine in line with updated asset delivery standards.
- Configured templates for public-facing SendGrid emails and maintained in-system promotional mailers.

Senior PHP Developer (Individual Contributor)

DNC Holdings / Keypath LLC | July 2014 – May 2017

Tampa, Florida

- Worked with the customer service team to implement new e-commerce solutions for forward-facing sites using PHP, jQuery, and MySQL.
- Developed and maintained PHP-based internal tools for operations groups to streamline workflows.
- Built a Domain Offer/Purchasing system for customer-facing sites, advertised in industry publications, creating new revenue streams.
- Designed tools that reduced escalated customer service issues by 30% annually and empowered customer service teams to resolve more issues independently.
- Built backend software to interface with domain registrar APIs for seamless domain management.
- Created Minion scripts using Kohana HMVC framework to parse MySQL data, manage domain names (register/unregister/update), and generate company reports
- Managed daily operations for a database containing over 725,000 domains, including high-profile domains such as linkinpark.com and reggiebush.com.
- Used GitHub to synchronize work across a six-person development team and performed regular code reviews as a senior peer contributor.
- Provided Tier 3 support for escalated issues and ensured the stability of EPP servers during overnight shifts.
- Built full-scale Hipchat integration using the Hipchat API and PHP to migrate customer support issues from spreadsheets to software-based systems.

Additional Skills and Technologies

Pre-2017 Technical Experience:

- Advanced proficiency in legacy and emerging technologies including Perl, ColdFusion, Database administration across MySQL, MSSQL (2000/2005/2008), Oracle, Pervasive SQL, and Access
- E-commerce platform development with Braintree API, Kount, Miva Merchant, POS systems, and affiliate linking strategies
- Network planning, database security, RESTful API development, XML generation, Agile methodologies, rapid application development
- Applied skills across freelance web development, technical contributions, and system optimization for e-commerce, GIS, and digital content distribution industries

Keywords

- Backend Engineering | PHP Development | RESTful APIs | Symfony | Laravel | Database Design | MySQL Optimization | Query Performance | Distributed Systems | AWS | Docker | AI-Assisted Development | Observability & Monitoring | Incident Reduction | Individual Contributor | Remote Development