

Brede Basualdo Serraino. Web Developer

08 abril de 1986. Chilean. Italian Citizenship on process

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Full-stack developer (backend and frontend), with a solid work history in media outlets, marketing agencies, and software factories, possessing critical thinking and leadership skills. Efficient at resolving complex issues in real-time.

Technical Skills

- PHP / Laravel
- CSS, SASS
- Bootstrap / Tailwind
- VanillaJS / jQuery
- NodeJS / Angular
- MySQL SQLServer
- Linux
- Web Layout
- Optimization

Experiencia

MarketLogic SpA

Lead Developer

Santiago

2021 - 2024

- Technical Leader of 3 developers and 4 designers
- Defined architecture and developed E-learning, ERP, CRM and CMS platforms in PHP/Laravel, connected to Google Looker Studio for real-time reporting.
- Reduced website development time by approximately 90%, worked with LatAm teams and recovered a project of approximately 100K USD..

Universidad Católica Sma Concepción

PHP Developer - *Remote*

Concepción

2021 - 2022

- Migrated all platforms from PHP 4 and PHP5 to PHP7.
- Built a PHP platform of an internal messaging application
- Re-engineered APIs that became incompatible with PHP updates
- Patched ExtJS libraries to restore compatibility

DrHost SPA

Co-founder

Santiago

2018 - 2024

- Management of Linux Servers (CentOS) with WHM/cPanel and DNS clusters.
- Built WHMCS modules, and assisted about 800 approximately with technical issues.

Pequeñas Delicias SPA

Co-founder

Santiago

2018 - 2024

- Built a PHP POS using OpenFactura's API, with low level thermal printing
- Built a C software that runs on SBC to monitor temperatures.
- Installed and configured security cameras for remote monitoring.

Publimetro / Metro World News

Tech Lead / Developer

Santiago

2016 - 2019

- Tech Lead of 7 developers and 2 graphic designers
- Defined, developed and implemented the architecture for the Network, based on WordPress as backend, with multi-sites, MySQL Clusters and table optimization
- Implemented AWS for servers and data, and Cloudflare for data distribution.
- Developed WordPress plugins for better text-edition and content output.
- Developed a digital paper to process PDF and convert them into browsable pages

- Migrated all historical data from Prontus to WP in only 3 weeks, decreasing the processing time by approximately 5 months.
- Assisted approximately 200 journalists around the world, also I was the contact person for several suppliers from India, Argentina and USA.
- Implemented Backup and Disaster recovery policies.
- All the websites get about 300M monthly viewers.

COPESA

Santiago

Technical Advisor - Developer

2015 - 2016

- Technical Advisor and counterpart to the company that developed the WordPress solution for Copesa network.
- Technical Advisor for Historical Archive Digitalization project.
- Developed and improved several sites

D+ Arquitectura

Concepción

Developer - *Remote*

2011 - 2014

- Built several APIs on PHP, to be consumed by third parties and suppliers.
- Built a platform on PHP + JS to Management and Evaluate the BCI Bank's social networks using Facebook and Twitter API through 2012 and 2013.

Microsoft Chile

Santiago

Academic and Technical Audience Intern

2012

- Event management, digitalization and generation of metrics for events.
- Mailing design and layout for communications.

Radio Bío Bío / BiobioChile

Concepción

Web Developer

2010 - 2011

- Architected, built, and developed the infrastructure for the biobiochile.cl rebranding, achieving a 2000% increase in visits without additional expenditure.
- Web layout from Illustrator with mobile-first focus (year 2010)
- Developed WordPress Plugins for better content management and content output
- Developed voting platforms, ad-servers, among others.

Genesys

Concepción

.net/JAVA Software Engineer

2009 - 2010

- Developed a personal control platform, using VB.net, Oracle and SQL Server.
- Developed a web platform on JSP/CSS connected to Oracle and SQL Server to be used on Windows Mobile devices.

Freelance

2004 - 2024

- Developed multiple PHP-SaaS solutions for media outlets, a ticket sales platform, and a certificate issuance system compliant with the Chilean Transportation Authority.
- Developed approximately 200 websites using HTML, WordPress, and various technologies, collaborating with design studios to create HTML/JS/CSS layouts from Illustrator and Figma.
- Developed diverse platforms including ERP, polling systems, bus-ticket sales, document management, and schedule reservations.
- Developed an iOS application for GMO Optics, utilizing a PHP-based API.
- Developed several Android apps, for bus-ticket sales, online radio, and a bizcard social network.
- Developed a C# reports using ASP.Net/SQLServer with Crystal Reports, with WPF built an app for the Puerto Rico Government.
- Implemented and developed of templates for Open Journal System

Academic

- 2003:** Liceo Mauricio Hochschild del CEAT. San Pedro de la Paz.
Electronic Technician
- 2004 - 2010:** UCSC, UBB, DUOC
Computer Engineering
- 2018 - 2020:** IACC
Computer Engineering

Certifications

- 2014:** TOEIC
Level B2.
- 2018:** Segacy
WEB Developer (TIC-WPROG)
- 2020:** Certiprof
Scrum Foundation Professional Certificate.
- 2025:** Segacy
WEB Developer - PRACTITIONER

Others

- **Microsoft Student Partner Lead**
Between 2008 and 2012 was a MS Academic Ambassador, and since 2010 was the Chilean lead. I give about 120 speeches of MS Technologies related through Chile.
- **Technical Speeches**
Since 2006, I have been a speaker at more than 30 events, presenting on web development, the Mozilla Foundation, and WordPress.
- **Event organization**
I organized FLISOL (Latin American free software install fest) between 2006 and 2009, several Microsoft Technical Speeches, and other events.
- **ImagineCup 2008 Southern Cone finalist**
Project for Home-Based Renewable Energy Generation, Injecting Surplus into the National Electric System to Generate Income for Families, with Dashboard Control.
- **Press Mentions**
15 mentions in the media talking about technology and software development.
- **Translator**
I translated some programs like KGB Archiver, AIMP, Spam Abuse, VS.php, e107, WinImage, among others. Since 2010, I have been translating WordPress for Spanish - Chile, and since 2014, I am the es_CL Locale Manager and GTE for it.
- **Open Source Collaborator**
I made some bug fixes for HestiaCP, WPBones, JBvalidator; and also participated in some Linux User Groups between 2003 and 2014.
- **Musician and artists Experience**
I worked with some Chilean musicians, so I had knowledge on Digital Asset Management for musicians using platforms like Musicbrainz, Musixmatch, Discogs, Bandsintown, and management on SCD / Altafonte.