# EFRAÍN GONZÁLEZ MACÍAS

**SOFTWARE ENGINEER | FULL STACK DEVELOPER**
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## PROFESSIONAL PROFILE

Software and web application developer with approximately 20 years of experience designing, building, and evolving business systems. Experience delivering ERP and CRM solutions, e-commerce platforms, and SaaS products across the full lifecycle, from process analysis and architecture design through coding, testing, deployment, and maintenance. Strong background in PHP, relational databases, and full-stack development, with the ability to work independently with management and operations teams, translating business needs into practical solutions. Additional academic background in civil engineering and currently pursuing a master's degree in software engineering.

## PROFESSIONAL EXPERIENCE

**GRUPO TALENTO** | 2010 - Present
*Software development and business systems | Early project collaborations; continuous professional involvement since 2022*

- Sole technical lead for internal systems and commercial platforms. Work directly with management and operations teams to assess needs, design solutions, build features, test, deploy, and maintain systems.
- Development and ongoing enhancement of an ERP with modules for products, quotations, orders, commissions, CRM, attendance, requisitions, supplier costs, and administrative and commercial processes.
- Integrated four independent quotation platforms with the ERP through REST APIs, normalized JSON, and API Key authentication. Migrated more than 3,100 historical quotations with traceability, financial versioning, and retained records for lookup and reconstruction.
- Built an order-validation workflow against source quotations, including approval or rejection, comments, quotation updates, and commission recalculation based on targets, percentages, and evaluation periods.
- Directly contributed to corporate websites and platforms, including fastgate.com.mx, usbirdy.com, publimarca.com.mx, usbpromocional.com.mx, usbpromotional.com, usbstock.mx, promoestres.com, and grupotalento.com.mx

**WOZIAL** | 2019 - 2021
*Software Development Project Lead*

- Led and monitored software development projects, coordinated with other developers, and supported the organization of technical work.
- Enhanced and expanded a proprietary PHP framework to provide the team with a shared development foundation; delivered training and knowledge transfer to support adoption.

**INDEPENDENT DEVELOPMENT & COLLABORATIONS** | Career-long experience
*Web and software development for companies and independent projects*

- Developed websites, commercial platforms, and business applications, collaborating at different stages with graphic designers and other technical specialists.
- Created proprietary e-commerce solutions and contributed to client projects across multiple industries.
- Technical collaboration on a management system for a chemical-sector company (Chemico): contributed a proprietary PHP framework as the technology foundation and trained the team. Technical leadership and project-specific extensions remained under the project lead.

## SELECTED PROJECTS

**ACERCA** | SaaS Project
*Digitization and digital presence tools for businesses*

- Full-stack development of a multi-tenant platform with configurable Smart Links, microsites, digital menus, appointment scheduling and reservations, interaction analytics, users and roles, onboarding, plans, subscriptions, and payments.
- Technologies: Laravel, PHP, PostgreSQL, JavaScript, Git/GitHub, Linux, Plesk, VPS, Mercado Pago, and NFC/QR technologies.

**GLOP CONTADORES** | 2021
*Independent web platform for an accounting firm and its clients*

- End-to-end development of a platform for structured information exchange between the firm and clients: private access, document upload and download, requests, SAT and IMSS tax files, invoicing/CFDI, and communication.
- Includes payroll and HR modules for managing employees, IMSS filings and changes, attendance, vacation, and productivity. The platform supports the submission and tracking of information; it does not determine or calculate taxes.
- Technologies: PHP and MySQL. Demo: https://youtu.be/j1n9TKHtxMg

**USB STOCK** | Grupo Talento | In development
*Commercial platform modernization*

- Modernizing the website and commercial system while preserving and evolving the business logic of the previous platform. Includes public catalog, product administration, FTP synchronization, requests, PDF quotations, pricing, discounts, VAT, and shipping.
- REST API integration with order and commission processes; authentication, authorization, traceability, and historical records. More than 200 automated tests.
- Technologies: Laravel 12, PHP 8.2, MariaDB, Vite, mPDF, FTP, and REST APIs.

**FLUXSALUD** | Developed project; technical demo
*Clinical management web system*

- Application for managing patients, appointments, electronic medical records, physicians, clinics, schedules, users, roles, and payments. The project was not deployed commercially.
- Migrated from a Supabase architecture to self-hosted infrastructure: REST API, JWT authentication, bcrypt password hashing, document storage, parameterized SQL queries, and deployment to a Linux VPS with PM2.
- Technologies: React, TypeScript, Vite, Tailwind CSS, TanStack Query, Node.js, Express, and PostgreSQL.

**PROPRIETARY PHP FRAMEWORK** | Ongoing development and evolution
*Modular architecture for web applications*

- Framework originally developed for independent projects and expanded into a reusable foundation for teams and systems of varying complexity.
- Includes routing and templating, authentication and registration, access levels, centralized database connectivity, custom URLs, sitemap generation, and modular administration through a shared entry point.
- Group- and level-based permission system with access control for views and actions. Used as the foundation for e-commerce, business management, and administrative platforms, including GLOP and Grupo Talento projects.

**OTHER PROJECTS**

- Colicontjal: developed an institutional platform and management system with online courses.
- Acerca Quoting Tool / PDF Document Manager: internal tool for preparing software development proposals and quotations, with PDF generation from Markdown.
- SISMAQRO: independent web development.

## TECHNICAL SKILLS

**Backend:** PHP, Laravel, Node.js, Express, REST APIs.
**Frontend:** JavaScript, TypeScript, React, Vite, HTML, CSS, Tailwind CSS.
**Databases:** MySQL, MariaDB, PostgreSQL; data modeling, queries, and migrations.
**Infrastructure & tools:** Linux, VPS, Plesk, deployments, maintenance, backups, Git, and GitHub.
**Development practices:** modular architecture, authentication and authorization, systems integration, automated testing, and technical documentation.

## EDUCATION

**Master's in Software Engineering and Computer Systems** | UNIR Mexico | In progress, February 2026 - July 2027 (estimated)
**Civil Engineering** | Universidad Michoacana de San Nicolás de Hidalgo (UMSNH) | Studies: 1997-2002; degree and professional license: 2003

## LANGUAGES

**Spanish:** Native **English:** B2 **Russian:** A2