Vladimir Simić.

Senior Full-Stack / Laravel Engineer

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PROFESSIONAL SUMMARY

I'm a senior full-stack engineer and have been building web applications in PHP since **2014**, most of them in **Laravel**. After twelve years at Prodevcon d.o.o. in Belgrade, where I grew from PHP developer to co-owner, managing director and lead developer, I now work as a **freelance Laravel engineer**.

I build SaaS platforms, B2B applications, e-commerce integrations and REST APIs: multi-tenant subscription systems with PayPal and Mollie payments, MySQL schemas tuned for transactional and reporting workloads, and Redis-backed queues and caching, all covered by automated tests.

I'm comfortable across the whole stack: Vue, React, TypeScript and Livewire on the front end, and Linux servers, Nginx, Docker and AWS on the infrastructure side. For clients in Switzerland and Germany I have led architecture, development standards and delivery on several projects at once, including legacy modernization and production troubleshooting.

CORE STACK

Backend Development: PHP, Laravel, Symfony, CodeIgniter, Laravel ecosystem: queues, jobs & events (Redis), Livewire, FilamentPHP, Inertia.js, Node.js, NestJS, Prisma ORM, REST API development (Swagger/OpenAPI), MySQL (schema design, indexing, query optimization), PostgreSQL, Redis, PHPUnit (unit, integration, functional tests), OOP, design patterns, SOLID, code review

Frontend Development: Vue.js, React, Next.js, Angular, AngularJS, TypeScript, JavaScript, HTML, CSS / Tailwind CSS

Mobile Development: Android (Java), Ionic Framework, Apache Cordova, Hybrid Mobile Development

CMS & E-commerce: WordPress (custom themes, plugins), Shopify (custom apps, integrations), WooCommerce (extensions)

Payments & Integrations: Payment systems (PayPal, Mollie), OAuth2 APIs, SMS gateways, OpenAI API

Cloud & DevOps: AWS, Docker, Linux server administration (PHP, Nginx/Apache, mail server, Redis), CI/CD, Git (GitHub, Bitbucket)

Management & Collaboration: Project Management, Team Leadership & Mentorship, Client Communication, Development Workflow Coordination, Agile / Scrum, MS Teams, Slack, Google Chat

PROFESSIONAL EXPERIENCE

Senior Full-Stack Engineer / Laravel Specialist

09/2026 – Present

Freelance

Belgrade, Serbia

- Laravel and full-stack development for client projects.

Co-Owner & Managing Director / Lead Laravel Engineer

02/2022 – 09/2026

prodevcon d.o.o

Belgrade, Serbia

- Led architecture and development of Laravel-based SaaS and B2B applications for EU clients.
- Built production systems with Laravel, Livewire, FilamentPHP, and Tailwind CSS, including multi-tenant subscription platforms.
- Designed MySQL database schemas and optimized queries and indexes for transactional and reporting workloads.
- Used Redis for caching and queue-based background processing (jobs, events).
- Integrated payment systems (PayPal, Mollie) for subscription and transaction-based platforms.
- Built and documented REST APIs (Swagger/OpenAPI) and integrated third-party services.
- Wrote and maintained unit, integration, and functional tests (PHPUnit) to keep releases reliable.
- Investigated and resolved production issues across the application and server layers.
- Deployed and managed infrastructure on AWS; administered Linux servers end-to-end (PHP, Nginx/Apache, mail server, Redis).
- Delivered multiple concurrent projects for EU-based companies, also working with NestJS, Angular, WordPress, and NX monorepos.

Managing Director / Lead Developer
09/2018 – 02/2022

prodevcon d.o.o — *Belgrade, Serbia*

- Led technical direction and full-stack development for client and internal products.
- Set development standards, code quality practices, and release workflows for the team.
- Estimated and scoped client projects and broke them into deliverable milestones.
- Built Shopify integrations and custom e-commerce extensions.
- Designed and delivered custom web and mobile solutions from concept to production (PHP, Symfony, Node.js, AngularJS, Android).
- Managed multiple projects simultaneously for clients in Switzerland and Germany.

PHP Developer
01/2014 – 09/2018

prodevcon d.o.o — *Belgrade, Serbia*

- Developed WordPress websites, themes, and custom plugins for business clients.
- Maintained and modernized legacy PHP applications (CodeIgniter, custom MVC systems).
- Refactored outdated codebases, improving system stability and performance.
- Collaborated with senior developers on feature development and architecture decisions.

SELECTED PROJECTS

Pozivko - Digital Event Invitations
05/2026 – Present

Founder & Full-stack Developer · *pozivko.rs · Laravel 13, Livewire 3, Filament 4, Tailwind CSS 4, MySQL*

- Designed and built a live SaaS product for digital invitations (weddings, birthdays, baptisms, corporate events), from the first commit to production.
- Built a library of 54 invitation themes with RSVP, countdown, map, gallery, music and QR code on every event page.

Deoba - Time Tracking & Invoicing for Multi-Company Businesses
08/2025 – Present

Founder & Lead Developer · *deoba.rs · Laravel 12, React 19, Inertia.js 2, TypeScript, Tailwind CSS 4*

- Designing and building a multi-tenant SaaS for Serbian agencies and freelancers who invoice through more than one of their own companies.
- Built invoicing with gap-free numbering, VAT rules, credit and debit notes, advance invoices, payments and bilingual PDF invoices.

Sunset Digital Advertorial Tool - Marketplace for Advertorials
09/2025 – Present

Lead Full-stack Developer · *Client: Sunset Digital GmbH · sunset-digital.com · Laravel 12, React 19, Inertia.js 2, TypeScript, Tailwind CSS 4*

- Leading development of a marketplace that connects advertisers and publishers for link building and advertorial content.
- Integrated the OpenAI API for AI-assisted headlines and advertorial copy, with prompts managed from the admin panel.

Multi-Level Marketing Subscription Platform
02/2025 – Present

Backend Developer · *Client: baaboo Europe OÜ · partner.baaboo.com · Laravel 12, Livewire, Mollie Cashier, PayPal SDK, MySQL*

- Implemented multi-provider payment architecture supporting Mollie and PayPal with seamless provider switching.
- Created robust subscription lifecycle management including upgrades, downgrades, and failed payment recovery.

Employee Time & Absence Management System
10/2023 – 06/2025

Full-stack Developer · *Client: baaboo Europe OÜ · hub.baaboo.com · Laravel 11, Filament 3, Livewire 3, MySQL, Docker*

- Built comprehensive multi-tenant ERP solution for managing employee working hours, absences, and vacation requests.
- Implemented hierarchical approval workflows with supervisor-based chains and audit logging.

More projects and case studies: vladimirsimic.iz.rs/en/projects

EDUCATION

Information systems and technologies
10/2005

Faculty of Organizational Sciences, University of Belgrade — *Belgrade, Serbia*

Studies at the University of Belgrade, Faculty of Organizational Sciences, with emphasis on information systems, software engineering, and organizational management.

General Track
09/2001 – 05/2005

"Branislav Petronijević" High School, Ub, Serbia — *Ub, Serbia*

LANGUAGES

Serbian: Native language • **English:** Proficient