

Javier Zamora

SENIOR FULL STACK DEVELOPER

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Australian Permanent Resident — full working rights, no sponsorship required

PROFESSIONAL SUMMARY

Senior Full Stack Developer with 8+ years' experience building and running production web applications, including six years with Strong Digital, a Brisbane agency, where I progressed from developer to senior and now work across its largest account — the full digital platform of Liquor Legends, a national retail group with 360+ stores across Australia. Deep specialisation in Laravel and Vue.js, with end-to-end ownership spanning architecture, AWS infrastructure, high-volume MySQL, and cross-platform mobile delivery via Capacitor. Experienced on business-critical systems and in mentoring developers through onboarding and code review.

PROFESSIONAL EXPERIENCE

Strong Digital — Brisbane, Australia

Senior Full Stack Developer

Sep 2020 – Present

Jul 2024 – Present

- Work across Strong Digital's largest account, Liquor Legends — one of Australia's largest independent liquor retail groups, with 360+ stores nationally. The agency delivers their complete digital platform, covering every customer-facing and internal system in the business, and I am the developer on it day to day.
- Delivered the migration of the customer platform to iOS and Android using Capacitor, shipping to both app stores from a single Laravel/Vue codebase and avoiding the cost and timeline of a separate native rebuild.
- Handle architecture and data-modelling decisions across the account, including scalability and maintainability, carried through to production.
- Manage AWS infrastructure and release process across development, staging and production environments using Laravel Forge and Laravel Vapor.
- Onboarded and mentored a junior developer through code review and day-to-day technical guidance.
- Introduced AI-assisted development tooling into the team's daily workflow, reducing time spent on boilerplate and review cycles.

Full Stack Developer

Sep 2020 – Jul 2024

- Built the internal management application used daily by store teams across the group's national network, replacing manual processes with a single operational system.
- Delivered a self-service content platform allowing the client's marketing team to produce their own catalogues, banners and promotional assets in-house, removing an external dependency on design turnaround.
- Rebuilt the group's public-facing website end to end, replacing the legacy platform with a modern Laravel/Vue stack.
- Designed and optimised MySQL schemas for a high-volume retail dataset spanning thousands of active products and thousands of users, with continuous background processing.
- Built a serverless queueing system (Laravel Vapor) to hold traffic during high-demand product releases, keeping the platform available through a peak of 5,000+ concurrent users during a major sale event.
- Designed and implemented RESTful APIs and a reusable Vue.js component library used across multiple client projects.
- Delivered standalone client projects end to end — from scoping and data modelling through to deployment — including financial management and reporting tools for business clients.
- Built integrations with third-party services — Xero for accounting, Australia Post for shipping, DoorDash and

Uber Eats for delivery — connecting the platform to the systems the business runs on.

High Street Underwriting Agency — Brisbane, Australia

Aug 2019 – Mar 2020

Full Stack Developer

- Built a client-facing insurance quoting and policy platform using Laravel and Vue.js.
- Designed the database architecture and implemented the backend services supporting it.
- Worked within Git-based workflows alongside underwriting and business stakeholders.

Career Break — Working Holiday Visa, Australia

Jul 2018 – Aug 2019

- Relocated to Australia and travelled extensively while working in non-technical roles, developing English to professional working proficiency ahead of returning to software development.

Everis (NTT Data) — Seville, Spain

Oct 2016 – Jul 2018

Java & Oracle PL/SQL Developer

- Worked as part of a large delivery team on the education management platform operated by the regional government of Madrid — a system serving millions of users across one of Spain's largest regions.
- Progressed from production support and issue resolution for teachers and administrative staff to the core modernisation project, migrating legacy Oracle Forms applications to a Java Spring Boot architecture.
- Administered Oracle 10g databases and optimised stored procedures underpinning business-critical reporting.

TECHNICAL SKILLS

Backend: PHP, Laravel, Node.js, Java, Spring Boot, REST API design

Frontend: JavaScript, Vue.js, HTML, CSS

Mobile: Capacitor, iOS and Android build, signing and app store deployment

Databases: MySQL, Oracle PL/SQL, schema design, query optimisation, high-volume datasets

Cloud and DevOps: AWS, Laravel Forge, Laravel Vapor, serverless, environment and release management

Practices: AI-assisted development (Claude Code), code review, mentoring, agile delivery

Tools: Git, GitLab, Slack, Basecamp

PROJECTS

Co-Founder & Developer — RoBlading

2025 – Present

Children's inline skating program running school-based classes across Brisbane. Co-founded the business and own the technical side end to end: booking and enrolment flows, integrated Stripe payments and payouts, and the operational tooling behind day-to-day delivery.

Laboratory Operations Tool — University of Queensland

2020

Built an internal application for the Engineering Fire Laboratory to manage and track equipment usage across the lab, replacing manual paper-based processes. Scoped and delivered end to end with Vue.js, Node.js and MySQL.

EDUCATION

Associate Degree, Web Application Development

2016

Seville, Spain

LANGUAGES

Spanish (Native) · English (Professional Working Proficiency)

Referees available on request.