Arturo Tonahtiu Buendia Graciano

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Software engineer with over 6 years of proven experience taking products from concept to production. My specialty is building robust applications by combining robust backend architecture in **Laravel** with high-performance, reactive frontends using **Vue.js, Nuxt.js, and Tailwind CSS**. I am passionate about complex **problem-solving**, particularly in optimizing cost and performance

Experience

Grupo Cantaritos   Durango MX
Lead Developer   April 2022 – May 2025
- Led the development of a Point of Sale (POS) system, transforming it into a multi-tenant SaaS product, which was successfully commercialized and deployed to various restaurant businesses.
- Established an initial MRR (Monthly Recurring Revenue) of ~$3,200 USD, validating the business model and creating the foundation for future expansion.
- Reduced inventory losses by 15% during the first year of use, as quantified by closing audits. Automated the expense reporting process, decreasing processing time from 40 to 4 hours monthly (a 90% reduction).

Product Developer (Freelance)   Durango MX
Custom Software Project   January 2021 – Present
- Built **Whaas**, a developer-focused WhatsApp API service, leveraging Redis for efficient queue management and Docker containers to ensure isolated, portable, and scalable microservices.
- Developed **Book Fortuna**, a marketplace platform for the tourism sector connecting operators with a network of over 30 sales promoters. Fully automating commission payouts with Stripe. The platform is also open to the public.
- Built **Casting!**, a talent management platform for a voice-over agency, designed to handle large volumes of digital assets (over 70,000 castings to date).

C10 Creations   Durango MX
Creative Developer   June 2019 – January 2021
- Developed an interactive landing page for a continental campaign by **Grupo Modelo (AB InBev)**, capturing over 75,000 user interactions in its first month.
- Delivered over 10 websites and interactive applications for B2C marketing campaigns, working in a high-pressure environment with design and production teams.

Technical Skills

Technical:
- **Core Technologies:** Laravel, PHP, AWS (EC2, S3, Lambda, IAM), RESTful APIs, Git
- **Frontend:** Vue.js, Nuxt.js, astro, JavaScript (ES6+), Tailwind CSS
- **Databases:** MySQL, Firebase, PostgreSQL, DynamoDB
- **DevOps & Cloud (AWS):** GitHub Actions (CI/CD), Stripe, Coolify, Docker

Languages:
- **Spanish:** Native
- **English:** Fluent

Interests:
- **Professional:** SaaS product development, Software Architecture, Fintech and marketplace business models.
- **Personal:** Video games (Tycoon/City Builders/Simulators), home automation and self-hosting projects (Homelabs), photography and hiking, probability and statistics.

Education

Universidad Tecnológica de Durango   Durango, MX
B.S. in Information Technology   September 2015 - May 2019
Thesis: Serverless AWS Infrastructure for a Point of Sale (POS) System
Academic Merit Award