Ruben Ortiz Jr
Principal Solutions Architect

Specializing in SaaS Platform Modernization & Enterprise System Design
Fort Myers Beach, FL | GitHub: [GitHub Profile](#) | LinkedIn: [Dev Profile](#) | Email: [Dev Email](#)

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EXECUTIVE SUMMARY

Principal Solutions Architect with 12+ years designing enterprise-scale systems serving 10,000+ users across diverse industries. Proven track record architecting fault-tolerant distributed systems, leading technical transformations that reduced infrastructure costs by 32%, and translating complex business requirements into scalable technical solutions. Expert in modernizing legacy monoliths into microservices, establishing technical standards across organizations, and delivering $5M+ in measurable business impact through strategic architecture decisions.

CORE COMPETENCIES

Systems Architecture: Enterprise SaaS platforms, Distributed systems, Microservices design, Serverless computing.
Technical Leadership: Cross-functional team guidance, Technical roadmap development, Engineering standards.
Cloud & Infrastructure: AWS ecosystem, CI/CD automation, Performance optimization, Security compliance.
Business Alignment: Executive stakeholder collaboration, Technical strategy, ROI-driven architecture decisions.

PROFESSIONAL EXPERIENCE

Principal Solutions Architect
DevPunch Software (Technical Consulting) | Fort Myers, FL | June 2022 - Present
Enterprise Architecture & Strategic Leadership

- Architect end-to-end scalable SaaS platforms supporting 10,000+ enterprise users, transitioning legacy monoliths to microservices and serverless infrastructure on AWS, achieving 99.9% uptime and 40% reduction in operational overhead.
- Partner directly with C-level executives and product stakeholders to align architecture decisions with business goals, reducing time-to-market by 35% across multiple client engagements.
- Define technical standards and development practices adopted across 8+ client engineering teams, improving deployment velocity by 60% and code quality metrics by 45%.

AI Integration & Advanced Analytics

- Pioneer integration of AI-driven analytics into customer feedback systems, enhancing sentiment detection accuracy by 32% and informing executive strategy with predictive scoring models.
- Design and implement real-time data processing pipelines handling 1M+ daily transactions with OpenAI and Python-based inference systems.

Senior Lead Software Engineer / Technical Consultant
DevPunch Software (Consulting Practice) | Fort Myers, FL | April 2013 - June 2022
Performance Architecture & Optimization

- Architected performance optimization strategies across 50+ client applications, delivering 27% reduction in load times and 18% increase in e-commerce conversion rates, generating $2M+ additional client revenue.
- Led serverless migration initiatives (AWS Lambda, Firebase) achieving 32% infrastructure cost reduction while improving application scalability and deployment efficiency by 26%.

Security & Compliance Architecture
- Designed and implemented enterprise security protocols aligned with HIPAA and GDPR compliance standards, reducing security vulnerabilities by 25% across 30+ client projects.
- Established data architecture patterns for machine learning integration, processing 1M+ secure transactions daily across client portfolios.

Technical Team Development
- Mentored 12+ senior engineers across full-stack disciplines, establishing code quality standards and architectural review processes that improved team delivery outcomes by 40%.
- Built cross-functional engineering teams and instituted development culture around technical excellence, reliability, and continuous improvement.

Technical Advisor / Fractional CTO(Selective Engagements)
Independent Consulting | Remote | January 2021 - Present
Strategic Technology Leadership
- Provide fractional CTO services to early-stage companies, architecting scalable MVPs and establishing lean, high-impact technology stacks for rapid go-to-market execution.
- Advise on technical hiring strategies, cloud infrastructure decisions, and product-aligned engineering practices for founder-led teams.
- Translate complex business requirements into pragmatic technical roadmaps, enabling startup clients to secure Series A funding through proven technical architecture.

Lead Full Stack Developer
VLM - Virtually Live Marketing & Software | Remote | January 2021 - March 2022
Platform Architecture & Team Leadership
- Led technical architecture for marketing automation platform serving enterprise clients, achieving 32% increase in user satisfaction through microservices redesign and performance optimization.
- Implemented comprehensive CI/CD pipeline strategy improving deployment reliability to 98% uptime while reducing deployment cycles by 15%.
- Delivered measurable business impact through strategic technical decisions, contributing to $2M+ revenue growth across client implementations.

Full Stack Developer
Marketing Alliance | Punta Gorda, FL | September 2019 - September 2020
Digital Platform Architecture
- Architected custom web solutions for Economic Development and Tourism clients, enabling 300+ organizations to secure 15-30% increases in state and local funding through enhanced digital presence.
- Designed and integrated custom CMS platforms with optimized database architectures, delivering 40% performance improvements and 25% improvement in client retention metrics.
- Led technical strategy for SEO-driven platform migrations, increasing organic traffic by 30% and lead generation by 20% while improving site performance by 50%.

STRATEGIC TECHNICAL ACHIEVEMENTS

Enterprise SaaS Modernization
Challenge: Legacy customer management system serving 50K+ users experiencing performance degradation and scalability limits.
Architecture Solution: Led complete migration from monolithic PHP to React/Node.js microservices on AWS.
Business Impact: 67% performance improvement, 99.9% uptime, $1.2M annual cost savings.

Multi-Tenant E-commerce Platform
 Challenge: Startup client needed scalable platform to support multiple storefronts with complex inventory management.

Architecture Solution: Designed AWS-based serverless architecture with custom payment processing and real-time inventory synchronization.
Business Impact: Platform handles $10M+ annual transactions across 15+ concurrent client implementations.

AI-Powered Analytics Integration
Challenge: Enterprise clients needed real-time sentiment analysis for customer feedback at scale.
Architecture Solution: Architected hybrid cloud system integrating OpenAI APIs with custom ML pipelines.
Business Impact: 32% improvement in sentiment detection accuracy, enabling data-driven executive decision making.

TECHNICAL EXPERTISE

Architecture Patterns: Microservices, Serverless, Event-driven systems, API-first design
Cloud Platforms: AWS (Lambda, EC2, RDS, S3), Firebase, Supabase
Development Frameworks: React, Angular, Vue.js, Django, Laravel, Node.js, Python, PostgreSQL, MongoDB
DevOps & Automation: CI/CD pipelines, Infrastructure as Code, Docker containerization
Integration Technologies: REST/GraphQL APIs, Real-time data processing, AI/ML pipelines

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EDUCATION & CERTIFICATIONS

Enterprise Grade AI | Florida Gulf Coast University | 2024
Full Stack Development | Ironhack, Miami | 2018
Front End Developer Nanodegree | Udacity | 2018
Cybersecurity Fundamentals | Professional Certification
Threat Intelligence and Hunting | Professional Certification

ADDITIONAL QUALIFICATIONS

Languages: English, Spanish (Native/Bilingual)
Community Leadership: Brave Software Technical Ambassador (2016-2025)
Industry Recognition: Billboard Latin Music Awards Technical Commission (2013)