

CERON MATTHEW P. CALSENA

Full Stack Developer & AI-Webflow Dev

ceroncalsena@gmail.com | (+63) 966-882-9302 (WhatsApp) | Gen. Trias, Cavite, Philippines
Portfolio: ceron-matthewportfolio.netlify.app | LinkedIn: [linkedin.com/in/ceron-matthew-calsena](https://www.linkedin.com/in/ceron-matthew-calsena)
OLJ: onlinejobs.ph/jobseekers/info/4794065 | Open to Remote & On-site

PROFESSIONAL SUMMARY

As software developer, I leverage Claude to architect high-quality, production-ready systems by focusing on structured, human-readable code that prioritizes maintainability and clean documentation. Utilizing my full-stack expertise in PHP (Laravel), C#, and diverse database environments, I integrate advanced LLMs like Claude Sonnet and GPT-4 via REST APIs and webhooks to transform manual workflows into sophisticated digital assets. My approach moves beyond simple prompting, treating AI as a collaborative partner to build scalable, organized solutions that bridge the gap between complex legacy data and modern, automated ecosystems.

CORE SKILLS

Back-End: PHP (Laravel), C# (.NET MVC)

Front-End: JavaScript, Bootstrap, Sass, Flexbox, CSS Grid

Databases: MySQL, MariaDB, Supabase, Firebase, MongoDB Atlas

APIs & Integration: REST APIs, Postman, OAuth 2.0, JSON/XML, Gmail API, Anthropic API, OpenAI API, Google APIs, Webhooks, EmailJS

AI & Automation: Claude Sonnet/Haiku (Anthropic API), OpenAI GPT-4, Google Gemini, LLM Prompt Engineering, ElevenLabs, Suno, Hailuo AI

Desktop: C# Windows Forms Application (WFA)

Tools: Git, VS Code, Visual Studio, Postman, Asana, GitLab, MS Excel (Advanced)

Dev Environment: Laragon, XAMPP

FREELANCE PROJECTS

Inventory & Mini E-Commerce System | Streetwise PH

March 2026 • Freelance • End-Of-Contract

Stack: HTML, CSS, JavaScript, REST APIs, Firebase API, ImgBB API, Claude AI (Anthropic API) - VS Code

- Replaced handwritten stock records with a digital inventory system tracking live stock levels and sales in real time via Firebase Realtime Database API - eliminating 100% of manual stock tallying and reducing stock discrepancy errors to zero.
- Integrated Firebase REST API for read/write operations on stock and sales data, enabling live sync across sessions without page refresh - cutting data retrieval time from manual lookup (~2-3 min) to instant.
- Built sales analysis features that surfaced performance trends the owner previously couldn't see - reducing time spent on manual Excel analysis from ~1 hour/week to near-zero (est. 95% time reduction).
- Developed an automatic invoice generator producing buyer receipts and Excel sales reports without manual input - cutting invoice generation time from ~5 minutes per transaction to under 10 seconds (97% faster).
- Integrated ImgBB API for product image hosting, connecting uploads directly to inventory records via REST API calls - eliminating manual file management for 100% of product images.
- Leveraged Claude AI (Anthropic API) as a development assistant - used to rapidly generate boilerplate logic, debug Firebase integration edge cases, and draft data schema designs. This AI-assisted workflow compressed what would have been a 2-3 week build into a single-week delivery (60%+ time reduction).

PDF Batch Automation Tool | Liza De Vyra

Feb - March 2026 • Freelance • End-Of-Contract

Stack: HTML, CSS, Vanilla JavaScript, Claude AI (Anthropic API) - fully client-side, VS Code

- Engineered a browser-based automation app handling simultaneous import and processing of up to 2,000 PDF files with zero server-side processing - replacing a fully manual document review workflow that previously required hours per batch.
- Automated keyword extraction using the PDF.js library, parsing raw PDF binary streams client-side - processing a 2,000-file batch in seconds vs. hours of manual reading (est. 99%+ time reduction per run).
- Developed 3 extraction modes - Multiple Keywords, Single Keyword, Extract All - each triggering a distinct automated pipeline with direct Excel export via SheetJS, eliminating all manual copy-paste work.
- Reduced the client's document review time from hours of manual reading to seconds of automated extraction - estimated 95%+ time savings per batch run across all 3 extraction modes.
- All processing stays local to the browser; zero data ever leaves the user's machine - ensuring 100% data privacy compliance with no server infrastructure cost.
- Used Claude AI (Anthropic API) to generate the multi-mode extraction logic, edge-case handling for malformed PDFs, and SheetJS export formatting - cutting estimated development time from 2 weeks down to under 5 days (65% faster delivery).

Booking System | Victorias Haven Private Resort

March 2026 • Freelance • End-Of-Contract

Stack: HTML, CSS, JavaScript, REST APIs, Firebase API, Claude AI (Anthropic API) - VS Code

- Replaced paper booking logs with a calendar-driven reservation system connected to Firebase Realtime Database via REST API - reducing double bookings from a recurring issue to zero, protecting an estimated 5-10% of monthly revenue previously lost to scheduling conflicts.
- Built real-time availability tracking with automated conflict detection alerts - the system queries Firebase on every booking attempt and blocks overlapping reservations in under 1 second, preventing revenue loss from scheduling gaps.

- Integrated Firebase REST API for all reservation CRUD operations, enabling instant data consistency across multiple devices - eliminating ~30 minutes/day of manual log reconciliation.
- Added an analytics module surfacing booking patterns for data-driven pricing and availability decisions - replacing the owner's reliance on manual log review that previously took 1-2 hours/week.
- Utilized Claude AI (Anthropic API) to generate the calendar conflict detection logic, analytics aggregation queries, and Firebase CRUD scaffolding - enabling solo delivery of a full reservation platform within one week (est. 3-4x faster than traditional solo development).

Email Automation System | Victorias Haven Private Resort

Feb - March 2026 • Freelance • End-Of-Contract

Stack: *HTML, CSS, JavaScript, REST APIs, Firebase API, EmailJS API, Claude AI (Anthropic API) - VS Code*

- Automated repetitive daily email tasks end-to-end via EmailJS API integration - cutting task completion time from ~10 minutes to ~10 seconds per send (98% time reduction), saving the client ~45-50 minutes of manual work per day.
- Connected Firebase REST API for dynamic template data retrieval and EmailJS REST API for programmatic mail dispatch - the two APIs work in tandem: Firebase supplies the payload, EmailJS sends the email, reducing the full send workflow to a single button click.
- Built a single mail-sending interface removing the need to switch browser tabs or log into Gmail directly - eliminating ~3-5 context switches per daily email session and reducing human error risk by an estimated 80%.
- Programmed automatic file and image attachment logic based on user selections, driven by conditional JavaScript logic - reducing wrong-attachment errors from a recurring daily issue to zero (100% error elimination).
- Designed the system to handle bulk sends with templated content, enabling the client to trigger multi-recipient email campaigns in a single click - replacing a process that previously required individual manual sends per recipient.
- Used Claude AI (Anthropic API) to generate the API orchestration layer connecting Firebase and EmailJS, draft the attachment logic conditions, and troubleshoot async flow issues - reducing development time by an estimated 60%, delivering the full system in under 2 weeks.

WORK EXPERIENCE

Junior Programmer | HTECH Corporation

November 2022 - October 2023 • Alabang, Metro Manila

Stack: *Laravel, PHP, HTML, CSS, JS, Bootstrap, Node.js, C#, MySQL, MariaDB, PostgreSQL, REST APIs, Postman, Google Gemini, Git, GitLab, GitLab, XAMPP - VS Code*

- Built the software side of Globe Telecom's first QR code-operated vending machines in the Philippines - end-to-end automation from QR scan to product dispensing, serving an estimated thousands of daily transactions across deployment sites.
- Engineered automated QR code generation and validation workflows integrated with a live MySQL database - enabling real-time transaction processing under 2 seconds with zero manual operator intervention per transaction.
- Contributed to Globe's online gadget purchase and postpaid plan platform - a consumer-facing site serving millions of subscribers - implementing REST API integrations for plan selection, cart, and checkout automation flows across 3+ client accounts simultaneously.
- Automated back-end API operations for Piggy (iOS mobile wallet, GCash-like) using Postman for API simulation and MySQL for data operations - covering transaction recording, balance updates, and user account workflows via POST/PUT/DELETE REST endpoints, reducing manual QA test setup time by ~50%.
- Delivered front-end automation support for the National Telecommunications Commission (NTC) government website using Laravel Livewire - enabling real-time UI updates without full page reloads, improving page interaction responsiveness by eliminating full-page refresh cycles.
- Built a full-stack biometrics-integrated desktop application for the National Bureau of Investigation (NBI) in C# WFA - automating biometric capture, identity verification, and live MySQL database record management end-to-end, replacing a fully manual paper-based identity filing process.
- Used Google Gemini as a backend AI support tool across multiple client projects - querying it to generate Laravel boilerplate, resolve complex MySQL schema issues, and prototype API integration logic, cutting per-task development time by an estimated 40-50% and enabling faster delivery across 3+ concurrent accounts.
- Participated in Agile sprint planning and daily stand-ups; managed project scheduling and progress tracking via Asana and GitLab across a full 12-month engagement.

System Developer | GRUPPOEMSCORP

June 2022 - October 2022 • Sta. Rosa, Laguna Science Park

Stack: *C# MVC, HTML, CSS, JS, Bootstrap, REST APIs, Google Gemini, GitHub, Visual Studio - LAN Deployment*

- Built a company-wide internal tracking system covering employee attendance, timekeeping, shuttle movement, and private vehicle monitoring - consolidating 4 previously separate manual processes into 1 unified digital platform, eliminating all paper-based transactions.
- Implemented QR code-based automated check-in/check-out system - employees scan on arrival/departure, the system records timestamps, computes work hours, and flags anomalies automatically, replacing a manual process that previously took HR ~1-2 hours/day to reconcile.
- Automated shuttle and private vehicle tracking with real-time status updates - giving management live fleet visibility and eliminating an estimated 20-30 daily radio calls or manual status checks.
- Integrated all 4 modules with a central LAN-deployed database, ensuring automated data consistency across HR, transport, and attendance departments - reducing cross-department data sync errors to zero.
- Used Google Gemini as an AI backend support tool while building solo - prompting it to generate C# MVC module scaffolding, QR integration logic, and database schema designs, accelerating delivery of a 4-module system within 5 months as a solo developer.
- Delivered the full stack solo - end-to-end from requirements gathering with the Admin Department to fully operational system on handoff, within a 5-month contract with zero post-handoff defects reported.

Test Technician - Engineering | Western Digital (WD)

October 2020 - April 2022 • Sta. Rosa, Laguna Science Park

- Resolved a critical production line failure in under 2 weeks 3-4x faster than the standard 4-6 week resolution timeline - enabling the facility to meet weekly production targets. The implemented fix was adopted as the company-wide standard countermeasure for all future recurrences.
- Built Excel macro-based automation tools to analyze machine failure data reducing root cause identification time from 2-3 days of manual analysis down to under 2 hours (est. 85-90% reduction) and surfacing recurring failure patterns previously missed by manual review.
- Independently developed an internal data visualization application for the engineering floor automating chart generation that previously required manual Excel formatting, saving the team an estimated 1-2 hours per reporting cycle; adopted by the entire engineering floor with zero promotion.

Software QA Tester | Conduent (via Protempus) / Western Digital

March - August 2018 • Mall of Asia, Pasay

- Executed comprehensive QA testing across multiple websites on Android and iOS verifying functionality, usability, and performance across diverse environments, contributing to stable, defect-minimized software releases across each project cycle.
- Standardized QA procedures in Microsoft Excel converting ad-hoc manual checks into repeatable, documented test workflows, reducing test setup time per cycle by an estimated 30-40% and ensuring consistent quality benchmarks across the entire QA team.

EDUCATION

Bachelor of Science in Computer Science | De La Salle University - Dasmariñas

2013 - 2018

CERTIFICATIONS & TRAINING

- The Modern Flexbox, Grid, Sass & Animations Developer Course (48.5 hrs) - Udemy
- Vibe Coding Bootcamp: Build Any App, Game or Website with AI (4 hrs) - Udemy
- C# Intermediate: Classes, Interfaces and OOP (6 hrs) - Udemy
- C# Basics for Beginners: Learn C# Fundamentals by Coding (5.5 hrs) - Udemy
- GitHub Ultimate: Master Git and GitHub - Beginner to Expert (6.5 hrs) - Udemy
- Virtual Assistant Training VA101 V5 (11 hrs) & VA101 V6 (15 hrs) - YourVABuddy