

Felix Joseph U. Castañeda

Full-Stack Web & AI Automation Developer

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PROFESSIONAL SUMMARY

Full-Stack and AI Automation Developer building end-to-end web applications, AI-enabled workflows, and business automation solutions. Experienced with LLM APIs, RAG, agentic workflow design, API integrations, and cloud-based development using TypeScript, Python, Next.js, Django, PostgreSQL, Docker, and AWS. Brings a distinctive combination of software development, business operations, and digital marketing experience to turn complex requirements into practical products that improve efficiency and support growth.

EXPERIENCE

Softpoint Solutions

Cebu City, PH

Full-Stack Web & AI Developer | Hybrid

Dec. 2025 - Present

- Delivered customized websites and end-to-end full-stack applications for commercial and media clients, translating business requirements into responsive, maintainable digital products.
- Build business automation solutions that streamline repetitive workflows, reduce manual administrative work, and improve day-to-day operational efficiency.
- Collaborate directly with clients and internal stakeholders to gather requirements, define application features, resolve technical issues, and deliver solutions aligned with business objectives.
- Support projects throughout the software development lifecycle, including planning, development, API integration, testing, deployment, maintenance, and continuous improvement.
- Optimized application performance and database architecture to ensure high availability, fast loading times, and seamless data synchronization across interconnected business systems.

Knowles Corporation

Singapore, Remote

Web Development Intern | Full-Time Remote

March. 2025 - May 2026

- Maintained and improved 500+ WordPress training-course sites, ensuring course pages, content structure, tables, imagery, and page quality remained accurate and consistent.
- Improved SEO across training-course pages by aligning page content, structure, and on-page requirements with established optimization practices.
- Developed and maintained web-based systems by implementing application features, resolving defects, and improving performance and usability.
- Collaborated remotely with a Singapore-based cross-functional team to translate business and technical requirements into functional application improvements.
- Supported application testing, technical documentation, debugging, and continuous improvement of development workflows.
- Followed established coding and collaboration practices while managing development responsibilities effectively in a fully remote environment.

Sayu Café

Cebu, PH

AI Developer, Marketing Manager | Hybrid

Dec. 2024 - Jan. 2026

- Automated daily inventory and audit reporting integrated Google Forms and Google Sheets, reducing manual operational tasks workload by up to 50%, processing time from an hour or more daily to under five minutes a 90%+ improvement saving an estimated 25+ staff hours per month.
- Led digital marketing campaigns, content development, promotions, and community engagement initiatives that strengthened local awareness and attracted both local customers and international visitors.
- Deployed a comprehensive website to accelerate café digitalization, featuring an interactive digital menu to enhance the guest ordering experience.

- Built and launched a lightweight, no-code chatbot using ManyChat to automate customer inquiries, streamline communication, and improve response times.
- Combined operational knowledge, customer insights, and technical development to identify repetitive processes and implement practical automation opportunities.
- Implemented new workflow improvements that optimized daily operations and ensured smooth, high-quality service during peak hours.

SELECTED WORK

Solara

Jun. 2026

Client Project | Web Developer

- Developed a responsive solar energy solutions web platform designed to showcase residential and commercial solar services and provide prospective customers with a clear path from service discovery to inquiry. Built using Next.js, React, and TypeScript, with reusable component architecture and responsive layouts optimized across desktop and mobile devices.

Softpoint Enterprise

Feb. 2026

Client Project | Full Stack Web & AI Automation Developer

- Co-developed a SaaS web platform for Softpoint Enterprise, a printing and equipment rental solutions provider, designed to streamline administrative workflows and strengthen its digital presence. Built with Next.js and Supabase and deployed via Vercel, incorporating workflow automation that reduced administrative workload by an estimated 30%, alongside Gemini API integration, custom domain and DNS configuration, and analytics.

StartUpSphere

Dec. 2025

Capstone Project | Full Stack Developer & Project Manager

- A unified startup 3D spatial mapping and discovery platform designed to connect startups, government agencies, investors, and other ecosystem stakeholders across Cebu Ecosystem. Built using React, Vite, Spring Boot, MySQL, and Mapbox, featuring interactive startup mapping, advanced search and filtering, stakeholder profiles, analytics, reporting, and administrative validation workflows.

Cinema Hub

Sep. 2024

Academic Project | Full Stack Developer & Mobile Developer

- A real-time cinema booking and management system designed to streamline ticket reservations for customers and administrators. Built with Spring Boot, React, Node.js, MySQL, the platform features seamless movie discovery, seat selection, and scheduling workflows, backed by a centralized administrator dashboard for managing bookings and customer records.

Pach Drugmart

Jul. 2024

Client Project | Full Stack Developer

- A pharmacy management web application designed to streamline inventory control, prescription processing, and sales tracking. It features real-time medicine stock management with low-stock alerts, a secure database for customer and prescription records, and an automated billing system that simplifies transactions. Built to optimize daily drugstore operations, the platform also includes a centralized dashboard for administrators to monitor daily sales and inventory data.

EDUCATION

Bachelor of Science in Information Technology

Cebu City, PH

Bachelor of Science in Information Technology, Cum Laude

TECHNICAL SKILLS

Programming Languages: TypeScript/JavaScript, Java, Kotlin, Python, C, PHP, SQL, HTML, CSS

Frameworks & Services: Next.js React, SpringBoot, Django, Tailwind CSS, Android SDK, Supabase

Enterprise, Cloud: ServiceNow, AWS, Docker, CI/CD Workflows

AI Platforms & Tools: Git, OpenAI, Google AI Studio/Gemini, Claude Anthropic

CORE EXPERTISE

AI Applications & Workflow Automation

- LLM API Integration: OpenAI, Claude, and Gemini
- RAG and Context Retrieval
- Prompt and Context Engineering
- Human-in-the-Loop Workflows and Output Controls
- Business Process Automation
- Workflow Design and Optimization

API & Systems Integration

- RESTful API Development and Integration
- Webhooks, OAuth, and API Authentication
- Google Application Workflow Integration
- Third-Party Service and Payment Integrations

Full-Stack Application Development

- End-to-End Web Application Development
- E-Commerce, Cart, and Checkout Workflows
- Application Testing, Deployment, and Maintenance

Cloud, Infrastructure & Security

- AWS Cloud Foundations
- Docker Containerization
- CI/CD Workflows
- Role-Based Access Control (RBAC)
- Secure API and Application Integration Practices

Databases, Retrieval & Analytics

- SQL and PostgreSQL
- Supabase and Structured Data Retrieval
- Data Modeling and Query Development
- Dashboards and Business Analytics