

Douglas M. Segovia

100 Bethel Pl, Unit 502, Cartersville, Georgia, 30121

dougmnuel@gmail.com

+1 912 482 1825



PROFESSIONAL SUMMARY

Digital Product Builder | PHP + MySQL | Business Automation | AI Integration

PROFESSIONAL PROFILE

Technology and digital product professional with more than 20 years across multimedia, graphic design, advertising, online publishing, web platforms, and business technology. More than a decade of hands on experience creating database driven websites, web applications, ecommerce solutions, CRM style tools, administrative systems, staffing platforms, invoicing workflows, timesheets, operational dashboards, and custom online products.

My strongest development stack is PHP, MySQL, JavaScript, AJAX, HTML and CSS. I specialize in understanding a real business process and turning it into a practical online system, including data structure, user roles, permissions, backend logic, interfaces, reporting, integrations, deployment, and ongoing improvements.

I use modern development tools, frameworks, libraries, IDE assistance, documentation, and AI assisted development to accelerate coding, debugging, security review, testing, documentation, and automation. I do not position myself as a researcher building AI models from scratch. My strength is integrating available AI capabilities into real business systems and supervised workflows.

CORE TECHNOLOGY CAPABILITIES

Web & Backend Development

- PHP application development and custom backend logic
- MySQL database design, relational data structures and queries
- JavaScript, AJAX, HTML and CSS interfaces
- User accounts, authentication, roles and permissions
- Administrative dashboards and reporting systems

- API integrations, webhooks and payment workflows
- Custom backend development and database-driven applications

Business Systems

- CRM-style systems and customer databases
- Staffing and workforce management systems
- Timesheets, invoicing and billing workflows
- Ecommerce, purchasing and sales processes
- Internal tools, dashboards and operational systems
- Employee, contractor and client management platforms
- Customized business workflows and administrative systems

Digital Products & Platforms

- Directories, marketplaces and community platforms
- Hotel and hospitality websites
- Real estate and property platforms
- Apparel, retail and ecommerce websites
- Coupon and promotional systems
- Community management and client-facing platforms
- Membership, subscription and monetization systems
- QR, geolocation, notification and mobile workflows
- PWA and mobile-oriented web applications

AI & Automation

- AI-assisted coding, debugging and refactoring
- AI-supported code review and security improvement
- Supervised AI workflows for operational processes
- Automation of repetitive computer-based tasks
- Internal reporting and information retrieval systems
- AI-assisted document processing and workflow management
- Business process automation using AI-connected systems
- Integration of AI tools into existing databases and internal applications

Graphic Design & Adobe Creative Tools

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- CorelDRAW
- Graphic design for print and digital media
- Branding, advertising and promotional design
- Editorial and publication layout
- Large-format advertising design
- Prepress preparation and production-ready artwork

Video & Multimedia Production

- Video editing with Adobe Premiere Pro
- Motion graphics and visual effects with Adobe After Effects
- Video editing and production with Wondershare Filmora
- Multimedia content development
- Promotional and corporate video editing
- Social media and digital advertising content
- Image, video and graphic asset preparation for web and mobile applications

Printing, Signage & Graphic Arts Production

Extensive hands-on experience in graphic arts and advertising production beginning at age 17.

- Large-format digital printing
- Wide-format printing equipment operation
- Vinyl cutting plotter operation
- Large-format printing plotter operation
- Outdoor advertising production
- Vinyl graphics and signage production
- Commercial printing and print production
- Lithographic printing processes
- Prepress and production preparation
- Installation of advertising graphics and signage
- Print finishing and production coordination
- Understanding of the complete graphic production process, from design and file preparation to printing, cutting, finishing and installation

Creative & Technical Integration

My background combines software development, graphic design, multimedia, printing, advertising production and business systems. This allows me to work across the complete lifecycle of a digital product, from visual concept and user interface to database architecture, backend development, deployment, marketing materials and final presentation.

WHAT I BUILD AND HOW I WORK

From Business Problem to Working System

My development process starts with understanding the problem before choosing the technology. I identify what information must be stored, who needs access, what each user can do, how information moves through the company, what must be automated, and what reports or controls management needs. I then build the database structure, backend logic, user interface, integrations, and administration required to make that process work online.

Types of Systems I Have Built

- Corporate websites and custom company portals
- Hotels and hospitality websites
- Online apparel stores and ecommerce platforms
- Real estate and property listing systems
- Coupon and promotional platforms
- Community management tools and local discovery systems
- Staffing and workforce management platforms
- Employee and contractor databases
- Timekeeping and timesheet systems
- Billing, invoicing and payment related workflows
- Customer relationship and CRM style systems
- Purchasing, sales and transaction workflows
- Administrative dashboards and role based backends
- Mobile friendly web applications and PWA workflows
- AI assisted supervision and operational automation concepts

Development Philosophy

I have never limited my work to writing code from memory. Like professional developers across the industry, I use the tools that make development faster and safer: frameworks, libraries, code editors, autocomplete, documentation, existing components, APIs, templates, testing tools, and now AI coding assistance. The value I bring is the ability to understand the desired result, assemble the right technologies, read and evaluate the code, identify problems, test the workflow, and deliver a functioning business system.

AI Integration and Process Automation

My current focus is extending traditional web systems with AI where it creates measurable value. Examples include assisting employees with internal information, organizing or classifying data, generating reports, reviewing documents, supporting customer communication, monitoring workflows, and reducing repetitive manual computer work. I design these solutions with permissions, database controls, logging, and human supervision so AI becomes part of a business process rather than an uncontrolled replacement for it.

Technology Journey

My career began in multimedia, graphic design, large format advertising, outdoor advertising, digital visual material, and publishing. I created my own magazine and later moved deeper into database driven systems. MySQL became the foundation of my development approach because I was interested in how data could connect users, companies, and operations. PHP became my primary backend language, supported by JavaScript and AJAX for interactive communication between browser, server, and database.

From there I began developing my own online platforms and adapting them to different markets, while also creating websites, ecommerce systems, backends, CRM style tools, and

custom systems for private companies. That path eventually evolved into the more complex platforms and automation projects I build today.

ORIGINAL PLATFORMS & DIGITAL PRODUCT EVOLUTION

Since 2010, I have independently created, developed, adapted, and launched multiple web platforms and digital products across Latin America, the Caribbean, and the United States. My work has evolved from commercial directories and digital advertising platforms into business systems, creator tools, professional marketplaces, staffing technology, local discovery applications, and AI-assisted operational solutions.

Pa'Donde — Original Commercial & Professional Platform

Venezuela | Original Project Launched in 2010

Pa'Donde was my first major original online platform. I created it as a digital commercial, professional, tourism, and services directory where users could search for businesses, professionals, tourist destinations, products, and local services and communicate directly with them.

The project combined online advertising, searchable business information, digital business profiles, tourism promotion, and local discovery in a single database-driven platform. It became the foundation for many of the concepts I would continue developing throughout my technology career.

My responsibilities included the concept, visual design, database structure, web development, business model, administration tools, and continued development of the platform.

EcoGuía — International Expansion of the Platform

Ecuador, Colombia & Latin American Markets

After developing Pa'Donde, I expanded the concept internationally through partnerships in Ecuador and Colombia and evolved the platform under the EcoGuía brand.

EcoGuía became a broader commercial, professional, tourism, and services network designed to connect businesses and users throughout Latin America.

The platform incorporated business profiles, professional services, tourism information, product catalogs, real estate, transportation, service providers, customer interaction, social sharing, ratings, and direct communication between businesses and users.

This stage gave me experience adapting one technology platform to different countries, markets, commercial requirements, and user communities.

Lovely Island — Caribbean Platform Deployment

Curaçao | Private Commercial Project

Following the expansion of the original platform concept, I was invited to Curaçao to develop and adapt a version of the system for a private company operating in the Caribbean market.

Lovely Island applied the commercial directory, tourism, local services, and business promotion architecture to the needs of Curaçao and the Caribbean.

This project gave me hands-on experience deploying and adapting a digital product for an international client and a different cultural, tourism, and commercial environment.

My work included platform adaptation, database organization, business and tourism listings, online promotion, user-facing functionality, and implementation of the system for the local market.

TipsTo.me — Link-in-Bio & Creator Monetization Platform

United States

After relocating to the United States, I created TipsTo.me as a modern link-in-bio platform for creators, influencers, professionals, entrepreneurs, and independent workers.

The platform allows users to create a single public profile containing their important links, social networks, websites, content, and contact information while also providing the ability to receive direct financial support from their audience.

TipsTo.me integrates online payment solutions such as Stripe and PayPal so creators can receive tips or donations directly.

The product was designed as an alternative to traditional link-in-bio platforms by combining digital identity, link aggregation, creator visibility, and direct monetization in one system.

ProdiApp — Local Professional Discovery Platform

United States

ProdiApp was developed as a platform connecting users directly with local professionals and service businesses.

The system was designed around a different model from traditional lead-generation platforms. Professionals can create business profiles, display services, skills, photographs, reviews, and contact information without paying for every customer lead or giving the platform a commission on completed work.

Users can search for professionals by service and location, compare profiles, contact providers directly, and publish projects when they need a professional.

ProdiApp further developed my experience with local search, business profiles, professional marketplaces, user accounts, reviews, location-based discovery, and direct customer-to-business communication.

Douglas & Morgan LLC — Engineering, Technology, Industrial & Staffing Company

Georgia, United States

I founded Douglas & Morgan LLC as a multidisciplinary company focused on industrial staffing, workforce solutions, electrical and industrial services, technology development, and business systems.

The company was originally created to recruit and supply skilled personnel for commercial and industrial projects, including electricians, mechanics, welders, technicians, helpers, and other skilled trades.

While operating the staffing business, I continued developing software and technology projects independently. Managing workers, contractors, timesheets, schedules, client requirements, payroll information, billing, and field supervision gave me first-hand experience with many of the operational problems staffing companies face every day.

Instead of relying entirely on disconnected third-party tools, I began developing my own staffing management platform based on those real operational requirements.

I also designed and developed the Douglas & Morgan corporate website and its broader digital technology infrastructure. The company has also served as the business entity through which I manage technology projects, software concepts, mobile applications, industrial solutions, and digital products.

The current Douglas & Morgan website remains online and continues to be developed as time permits alongside my professional and industrial work.

Staff Pro Manager — Custom Staffing Management & Workforce CRM

Independent Software Project Developed Through Douglas & Morgan LLC

Staff Pro Manager is a custom staffing management and workforce operations platform that I designed and developed after operating my own staffing company and managing workers across industrial and commercial projects.

The system was created from direct operational experience rather than as a theoretical software project. Its architecture is based on the actual workflows involved in recruiting employees, assigning workers to projects, tracking hours, managing timesheets, maintaining employee information, supervising personnel, handling payment information, coordinating clients, and managing staffing operations.

The platform includes or is designed around capabilities such as:

- Employee and contractor management
- Candidate and workforce databases
- Client and company management
- Job and project assignments
- Employee scheduling
- Digital timesheets
- Work-hour tracking
- Payroll and payment information management
- Billing and invoicing workflows
- Supervisor and management dashboards
- Workforce attendance tracking
- Employee documentation management
- Project and jobsite information
- Internal administrative controls
- Employee performance and operational supervision
- Facial recognition and identity verification concepts
- Workforce coordination and reporting
- Role-based access for administrators, supervisors, employees, and clients
- Operational automation and AI-assisted supervision concepts

Staff Pro Manager is maintained as a private development project on the Douglas & Morgan infrastructure and can be demonstrated as part of my technology portfolio.

The project represents an important part of my development philosophy: I prefer to understand a real business problem first and then build technology around the actual workflow instead of forcing a company to adapt its operations to generic software.

Technology + Real Business Operations

Operating Douglas & Morgan gave me an unusual combination of software development and direct business management experience.

I have personally worked with the same problems that many business software systems are designed to solve, including employee recruitment, scheduling, timekeeping, contractor management, customer communication, invoicing, supervision, workforce performance, operational reporting, and project coordination.

Because of this, when I design business software, I approach the system not only from the perspective of a developer, but also from the perspective of the business owner, manager, supervisor, employee, and client who will ultimately use it.

ByTowns — Current Flagship Local Technology Platform

United States | Current Development

ByTowns is my latest and most comprehensive digital platform and represents the evolution of many ideas I have developed throughout my technology career.

The platform is designed to bring the most important resources of a town or local community together in one application.

Users can discover local businesses, professionals, talent, jobs, events, coupons, restaurants, nightlife, home services, tourism, community resources, and other useful local information.

Businesses and professionals can create and manage profiles, present their services, receive reviews, publish opportunities and promotions, interact with their local market, and increase their visibility.

The platform incorporates database-driven search, geolocation, user accounts, business management, professional profiles, reviews, events, coupons, jobs, QR-based functionality, administrative systems, analytics, notifications, subscription features, referral and partner systems, online payments, and mobile application distribution.

ByTowns represents my current direction as a technology developer: building complete digital ecosystems that connect businesses, professionals, communities, information, and commercial opportunities through practical technology.

CUSTOM BUSINESS SYSTEMS & CLIENT DEVELOPMENT

In addition to my original platforms, I have designed and developed websites and online systems for private companies across multiple industries.

My work has included:

- Hotel and hospitality websites
- Clothing and ecommerce stores
- Real estate platforms
- Coupon and promotional systems
- Community management platforms
- Staffing and workforce systems
- Customer relationship management systems
- Administrative dashboards
- Employee and contractor databases
- Timesheet and timekeeping systems
- Billing and invoicing workflows
- Purchasing and sales processes
- Business transaction systems
- Custom backend development
- Customer portals
- Internal operational tools
- Reporting and management systems
- Mobile-friendly web applications
- AI-assisted supervision and workflow automation

Many of these solutions were developed specifically around the operational needs of each business rather than forcing the company to adapt to a generic software product.

CURRENT DEVELOPMENT APPROACH

My strongest development environment remains PHP, MySQL, JavaScript, AJAX, HTML, and CSS, supported by modern frameworks, libraries, APIs, development tools, cloud services, mobile distribution technologies, and AI-assisted development.

My value is not limited to writing individual lines of code. I specialize in understanding how a business operates, identifying the information and processes that need to be managed, designing the database and workflow, building the user and administrative interfaces,

connecting external services, testing the complete operation, and continually improving the system.

Today I also use artificial intelligence as a development and automation tool for code analysis, debugging, security review, documentation, workflow design, information processing, internal assistance, reporting, and supervised business process automation.

EDUCATION AND PROFESSIONAL FOUNDATION

Universidad Central de Venezuela
Industrial Engineering
Systems Engineering studies

LANGUAGES

Spanish: Native
English: Professional working proficiency

TARGET ROLES

Full Stack Web Developer • Business Systems Developer • Web Application Developer • Digital Product Developer • PHP & MySQL Developer • Backend Developer • Custom Software Solutions Developer • Internal Business Systems Developer • CRM & Workforce Systems Developer • Systems Integration Specialist • Business Process Automation Developer • Workflow Automation Specialist • AI Integration Specialist • AI Assisted Business Solutions Developer • Technology Solutions Specialist • Digital Transformation Specialist