

SETH RODRIGUEZ

SOFTWARE ENGINEER | FULL-STACK DEVELOPMENT | SYSTEMS & AUTOMATION

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PROFESSIONAL SUMMARY

Software engineer with a B.S. in Computer Science and experience building full-stack applications, REST API integrations, automated data pipelines, reporting systems, and production web infrastructure. Technical experience includes Python/Django, React, JavaScript, PHP, SQL, Docker, Linux, Power BI, and cloud-hosted services.

TECHNICAL SKILLS

Languages: Python, JavaScript, SQL, PHP, Java, C, C++, C#

Frameworks & Web: Django, React, .NET, HTML5, CSS3, responsive web development, REST APIs

Data & Databases: MySQL, MongoDB, Power BI, DAX, data visualization, data pipelines, PDF generation

Systems & Tools: Linux, Docker, Git, DNS, SSL/TLS, web hosting, email configuration, SaaS administration, CRM integrations, Zapier

PROFESSIONAL EXPERIENCE

Lead Digital Systems Architect (Consultant) | *Lumalynn Marketing* | *El Paso, TX*

January 2022 - Present

- Built full-stack web applications, data integrations, and automated systems for more than 20 clients.
- Developed and deployed responsive web applications with HTML, CSS, JavaScript, PHP, and MySQL, focusing on performance, reliability, and accurate data collection.
- Managed technical projects from requirements through deployment, including web hosting, DNS, and CRM integrations.
- Added analytics and tracking to production sites so clients could monitor performance and make decisions using reliable data.

Systems Director | *Mountain Star Roofing Systems* | *El Paso, TX*

September 2025 - June 2026

- Built Power BI dashboards with advanced DAX and live JobNimbus CRM data, cutting executive reporting time by 50%.
- Automated recurring data and reporting workflows with Zapier and custom API connectors, eliminating 20+ hours of manual work per week.
- Maintained production web and communications infrastructure, including DNS, SSL/TLS certificates, hosting, and secure email configuration, with 100% uptime.
- Connected and administered the company's SaaS platforms, reporting tools, and operational data flows.

Autonomous Systems & Data Research Intern | *Lawrence Technological University* | *Southfield, MI*

May 2022 - August 2022

- Chosen as 1 of 8 students from more than 1,000 applicants for the inaugural autonomous systems research cohort.
- Developed and tested lane-following algorithms in C++ and Python with OpenCV and ROS for a Polaris GEM e2, reaching 95% route accuracy in simulation and on-road testing.
- The vehicle completed the autonomous course successfully, establishing a performance benchmark for later research cohorts.
- Co-authored a peer-reviewed research paper on autonomous lane tracking published in the MDPI Vehicles journal.

SELECTED PROJECT

Custom Full-Stack Reporting Engine - Lead Developer | *Independent Project*

October 2025

- Built a reporting platform with React and Python/Django that brought together real-time data from more than six external sources.
- Created automated REST API pipelines and MySQL schemas to clean and synchronize fragmented datasets, reducing manual reporting work by an estimated 50%.
- Developed interactive visualizations with custom filters and a two-year historical view for detailed analysis.
- Added custom PDF generation for consistent, on-demand reports using current data.

EDUCATION

The University of Texas at El Paso | B.S. Computer Science, Minor in Mathematics | *El Paso, TX*