



Rulian Estivalletti

Software craftsman — web developer, *AI pragmatist*, writer.

✉ rulian@gmail.com ☎ 973-968-2793 📍 Pembroke, MA

➦ rulian.co ➦ github.com/82rules ➦ linkedin.com/in/82rules

Software craftsman with **20+ years** building and shipping full-stack web and mobile products — concept to production to scale — in regulated, high-stakes domains: **healthcare, security, privacy, food**. Deep in **Laravel, React, and React Native**, with a sharp eye for **architecture**. An **early adopter of agentic development**: 2+ years building daily with AI, Claude Code, Codex, and agentic workflows, with the experience to drive AI efficiently and safely.

— Experience

Staff Engineer · *Leasecake* 2025 — present

- Lead DevOps: CI/CD pipeline optimization and deployment automation.
- Primary owner of production debugging and reliability across the full stack.

Staff Engineer · *Cloaked* 2021 — 2024

- Led the flagship client-facing application, built in Vue.
- Major contributor to a zero-knowledge, end-to-end encrypted authentication system.
- Part of engineering leadership driving roadmap and product requirements.

Senior Engineer · *StealthBits* 2020 — 2021

- Led migration of a legacy Windows app to React/Electron as lead developer and UX designer.
- Moved the team from waterfall to modern, product-led agile.

Lead Senior Engineer · *Tangelo* 2017 — 2020

- Founding team member; built a food-as-medicine platform from concept.
- Built enterprise order-management, inventory, and CRM systems.

Senior Engineer · *Vitals* 2010 — 2017

- Lead engineer of a public site serving 10M+ unique users/month on HIPAA-compliant AWS.
- Drove adoption of Laravel, Elasticsearch, Solr, and MongoDB.
- Built ETL pipelines processing millions of healthcare datapoints daily.

Developer · *Ego Id* 2005 — 2009

- Sole developer at an advertising agency; full-stack web across many client projects.

— Selected independent work

BugJar privacy-first dev tool · bugjar.app

Bug reporting that records nothing until the user reproduces the bug and consents. Built solo — Laravel · Actions pattern · BDD · MIT SDK.

Paperwork team ops · paperworkapp.co

Operations software built on one idea — most teams need less process, not more. Built solo.

ShowTell AI product · showtell.ai

Demo videos from scripts, showcase pages from URLs — AI compressing workflow, not replacing taste.

Momentumm · **Bonjour** · **WonderAB** more at rulian.co

A collection of solo and open-source passion projects.

— Skills

Agentic development *early adopter*

Claude Code · Codex · OpenAI · Agentic development & app integrations.

Core

PHP 20 yrs

Laravel 12 yrs

JavaScript 20 yrs

Node 11 yrs

Frontend & mobile

Vue 9 yrs

React 10 yrs

Tailwind 6 yrs

Livewire / Alpine 7 yrs

React Native 8 yrs

Data

MySQL / Postgres 20 yrs

Redis 12 yrs

MongoDB 10 yrs

Solr / Elastic 10 yrs

Practice

Spec-driven / BDD —

DevOps / CI-CD —

Actions-pattern arch. —

More details at rulian.co, references available on request