John Mike Asuncion

Manila, Philippines
johnmikeasuncion17@gmail.com | linkedin.com/in/mikeascendx | github.com/mikeascendx

Professional Summary

AI-native developer across two tracks: full-cycle websites for German SME clients, from brief to launch in under a week, and full-stack product development for a business development systems agency. Built LeadUpFront's connected business workbench and private operations and customer booking applications for RawLens PH, alongside work on a guardrailed AI booking agent on Next.js and Supabase. Equally hands-on diagnosing DNS conflicts, migrating hosting environments, troubleshooting SSL errors, and configuring email infrastructure. Also built and released two original offline 3D mobile games in Godot, both live on Google Play. Currently uses Codex most often for development, alongside Claude Code and API integrations.

Work Experience

AI Software Developer | AI Operator June 2026 - October 2026

LeadUpFront (Business Development Systems Agency), Manila, Philippines (Hybrid)

- Developed business development systems for LeadUpFront clients; my primary engagement was RawLens PH, a Philippine camera-rental business.
- Built LeadUpFront's branded business workbench on AFFiNE and BlockSuite, connecting documents, visual process maps and database views with React, TypeScript and Yjs.
- Built two private applications for the client: an internal operations platform and a secure customer portal for the booking journey, using Next.js, React, TypeScript, Supabase, and Vercel.
- Worked on a guardrailed AI booking agent that supports customer inquiries through booking, follows approved business rules, and hands uncertain cases to the team.
- Owned full-stack delivery across customer, booking, inventory, payment, scheduling, and team workflows, with access controls, auditability, automated tests, production observability, and CI-gated delivery.

AI-Assisted Developer / AI Generalist November 2025 - Present

Krüershof Digital (former Dietz Webdesign), Düsseldorf, Germany (Remote)

- Design, develop, and deploy production websites for SME clients across healthcare, skilled trades, gastronomy, art, and professional services using HTML/CSS/JS, Astro, Next.js, and Shopify Liquid.
- Manage the full project lifecycle from client consultation and design through development, SEO, and launch, delivering 15+ client projects across rapid one-week launches and longer custom builds.
- Built and released two original offline 3D mobile games, Shard Runner and Neon Bastion, in Godot and GDScript, covering gameplay systems, procedural art and audio, automated tests, and Android releases now live on Google Play.
- Apply prompt and context engineering with Claude Code, ChatGPT, and Gemini to accelerate design iterations and code scaffolding, cutting estimated development time by ~50% vs. traditional workflows.
- Configured Google Ads API end-to-end (developer token, MCC account, GCP service account, Basic Access approval) and integrated MCP server with Claude Code for programmatic campaign management; applied SEO, AEO, and GEO optimization with GSC MCP for client search visibility and keyword performance.
- Designed and shipped a 35-node autonomous AI workflow system governing client intake, workflow routing, quality gates, and delivery across all Krüershof Digital (former Dietz Webdesign) projects; layered architecture (core, workflow, quality, delivery, context, evolution) built on Claude Code, replacing ad-hoc tooling with a self-improving operator-grade context system.
- Diagnosed and resolved DNS, SSL, and email issues across client sites: configured A, AAAA, CNAME, MX, TXT, SPF, DKIM, and DMARC records; resolved DNS conflicts (single-SPF-per-domain rule, MX priority, DKIM migration); provisioned wildcard SSL certs and debugged ERR_SSL_PROTOCOL_ERROR; set up POP3/SMTP email via IONOS + Gmail for client mailboxes with full deliverability configuration.
- Migrated client domains and hosting across Netlify, Vercel, and IONOS, managing EPP/auth-code transfers, registrar lock/unlock, nameserver switching, and mailbox preservation; restored a suspended Google Business Profile via reinstatement appeal; coordinated vendor support for SSL cert escalation, keeping client downtime to a minimum.

Projects

Portfolio: mikeascend.pages.dev/site/#projects

- **Krüershof Digital** | kruershof-digital.de, Web design agency in Düsseldorf; hand-coded HTML/CSS/JS static site, deployed on Cloudflare Pages.
- **Orthopädiezentrum Magdeburg** | orthozentrum-magdeburg.de, Contributed the homepage redesign and Gutenberg migration for a six-practice medical group, including editable custom blocks, a Leaflet locations map, and repeatable WP-CLI content and media imports.
- **Shard Runner** | Google Play, Offline 3D hovercraft combat runner for one-thumb portrait play; five sectors, two bosses, 28 run upgrades, daily seed and endless mode. Godot, GDScript, and Python asset tooling.
- **Neon Bastion** | Google Play, Offline 3D tower-defense game for portrait phones; 15-mission campaign, four upgradable tower classes, a three-phase boss and endless Survival. Godot and GDScript.
- **PALA Consulting Group** | palagroup.de, Business consulting site; Next.js, React, TypeScript, and Tailwind, deployed on IONOS.
- **Pala Realty** | pala-real-estate.com, Real estate site; generated marketing imagery and video with Veo and Gemini.

- **Smaragdblüte** | smaragdbluete.de, Travel-tech validation platform; Next.js 16, React 19, TypeScript, campaign tracking, and an admin dashboard.
- **ARTWussow** | artwussow.de, Art gallery Shopify store; Liquid theme development, Admin API, and DSGVO legal pages.
- **Autocenter Mülheim Göksu** | ac-o.de, Tuning auto dealer; Vite, JavaScript, PHP, and Mobile.de vehicle-inventory integration.
- **FlashyVendor** | flashyvendor.com, Jewelry Shopify store; Liquid theme development, product catalog, and checkout configuration.
- **Schweriner Goldankauf** | schweriner-goldankauf.de, Gold and antiques dealer; HTML/CSS/JS + Google Ads API and Search Console API.
- **Dachdecker Wittler** | dachdecker-wittler.de, Roofing website; static HTML/CSS/JS, Leaflet, and local SEO across Hamburg service areas.
- **Renate Reimann Energiemedizin** | renatereimann.de, Energy medicine practitioner; HTML/CSS/JS for a German healthcare client.
- **NP Trucks** | np-trucks.de, Truck dealership site; HTML/CSS/JS + PHP contact integration.
- **Dietz Webdesign (v1 of Krüershof Digital)** | dietz-webdesign.de, Agency site v1; Next.js 16, React 19, TypeScript, and Tailwind CSS.
- **Das Gold und Antikhaus** | dasgoldundantikhaus.de, Gold, antiques, and luxury watch dealer; static HTML/CSS/JS site.
- **Steven Noora Portfolio** | stevennoora.pages.dev, Creative portfolio; Astro 4 + TypeScript, deployed on Cloudflare Pages.
- **Krüershof Workflow System** | dietz-workflow-system.pages.dev, 35-node autonomous AI operator system governing client intake, workflow routing, quality gates, and delivery.
- **The Elite Triad** | the-elite-triad.pages.dev, Multi-model orchestration layer for Claude Code with role-based routing, generator-verifier separation, bounded escalation, and a self-tuning policy.
- **LeadUpFront Workbench** | app.leadupfront.com, Connected business workspace adapted from AFFiNE/BlockSuite; Page and Canvas editing, database views, workspace organization and shared access. React, TypeScript, Yjs and Supabase.
- **RawLens PH Operations Platform** | Private client system; internal application supporting core rental operations, built with Next.js, TypeScript, Supabase, and Vercel.
- **RawLens PH Customer Portal** | Private client system; secure booking experience connecting customer requests with the internal workflow, built with Next.js, TypeScript, and Supabase.

Education

Imperium Academy 2025 - Present
Self-Directed Study, Business and Entrepreneurship
Polytechnic University of the Philippines 2024 - 2025
Computer Engineering *Manila*

Technical Skills

AI, Automation and Augmentation: Generative AI • LLMs • Prompt/Context Engineering • AI Agents • Codex • Claude Code • OpenCode • Google Antigravity (agy) • ChatGPT • Gemini • GitHub Copilot • Cursor • Google Ads API • Google Search Console API
Tech Stack: HTML • CSS • JavaScript • TypeScript • Python • PHP • Astro • Next.js • React • Tailwind CSS • Node.js • Godot • GDScript • SQL • Git/GitHub • GitHub CLI • Bash/Shell • Docker • GCP • shadcn/ui
Technical Support and Infrastructure: DNS (A, AAAA, CNAME, MX, TXT, SPF, DKIM, DMARC) • SSL/TLS provisioning • Domain transfers (EPP/auth codes) • Hosting migrations • Email (POP3, SMTP, IMAP) • FTP/SFTP (FileZilla) • Browser DevTools • Google Business Profile • Remote access tooling
Hosting, Deployment and Observability: IONOS • Namecheap • Cloudflare Pages • Vercel • IONOS Deploy Now • Docker • Sentry
Design and Tools: Web Design • UI/UX • Responsive Design • SEO • AEO • GEO • Shopify Liquid/HTML/CSS • Canva • Photoshop • Figma • Microsoft Office

Certifications

- **AI Fundamentals** (DataCamp, January 2025)

Volunteer Experience and Leadership

- **Data and ML Team Cadet**, Google Developer Groups on Campus PUP (2024 - 2025)
- **Department of Data Technologies Team Member**, AWS Cloud Club PUP (2024 - 2025)
- **Scholar**, DataCamp Donates Scholarship Program (2024 - Present)
- **Junior Web Developer**, PUP Manila Microsoft Student Community (2024 - 2025)

Languages

Filipino (Native) • English (Professional Working Proficiency) • German (Elementary)