My passion is to create, build and improve great ideas and make them happen.
I have experience as a Project Manager, Web Developer/Designer and Marketing Online (SEO and Newsletter Campaigns). I'm flexible, quick learner, well organized and ready for the new challenge!

Alberto Lucas

BIRTHDAY / PLACE
22/12/1984, Barcelona

NATIONALITY
Spanish and Portuguese

LOCATION
Dublin (Ireland)

TELEPHONE
00353 857289723

E-MAIL
info@albertolucas.com

SKYPE
alucas2k

WEBSITE
www.albertolucas.com

References and degrees on request.

Education
- Master in User Experience, Universitat Pompeu Fabra, 2016-2017 (Currently).
- Course in User Experience, UXTraining.com, 2016.
- Google Analytics Certified, Google, 2012.
- B.Sc. in Multimedia, University UPC, 2004-2007.
- Degree in System Management, CESF, 2002-2004.
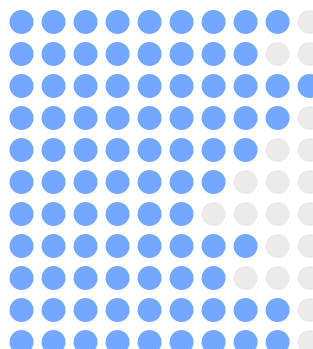- Specific courses in Web Design (2012) and Web Accessibility (2007).

Skills
- Personal attributes:

  Manage multiple projects
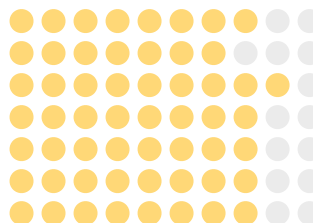 Organization
  Passion and motivation
  Learn new technologies

- Technical knowledge:

  Wireframing
  Design
  HTML
  CSS
  Cross-browser compatibility
  JavaScript
  XML
  PHP
  MySQL
  SEO
  Optimize website speed

- Programs used:

  Adobe Fireworks
  Adobe Photoshop
  Adobe Dreamweaver
  Balsamiq
  Wordpress
  MS Office
  Basecamp

- Languages:

  Spanish
  Catalan
  Portuguese
  English

Experience

As a Payments Consultant I support the Account Managed portfolio (UK, ES, PT) helping PayPal merchants to ensure that our merchants/clients are receiving the most up-to-date PayPal experience, whilst identifying opportunities for better solutions design and API error analysis to improve the overall conversion rate.
- Analyze and decompose a business problem and help business stakeholders visualize their options for a solution.
- Document and present options in a clear and concise manner to a wide audience, which will include business and technical staff. Typical deliverables are wireframes, system diagrams, the value in solving the problem (ROI) and guidance to prioritize roadmaps.
- Technical guidance for developers while implementing the solutions provided.
- Review software designs to ensure proposed implementations meet the stated business objectives.
And as a Integrations Engineer I keep providing technical assistance (described in previous role).

- Expert in PayPal APIs: Express Checkout, Recurring Payments, Reference Transaction, Direct Payments, Adaptive Payments, etc.
- Design mockups and attend calls to discuss and clarify technical integrations of PayPal products for "non-technical" customers.
- Serve as first point of contact for web developers who are integrating any of the PayPal

website payments solutions into e-commerce websites and other applications.

- Analyze new developments (from different points of view: user experience, design and development) using PayPal products and highlight improvements and issues.
- Provide internal technical knowledge support to a wide range of PayPal teams, including: Merchant Telesales, Business Customer Support, Account Management, Risk Operations and the Senior Managers for Sole Proprietor, SMB and LMS Merchant Support.
- Background development: This role requires to have in-depth understanding of the PayPal products (Standard, Express Checkout and PRO) and the variety of implementations (Single Payments, Parallel Payments, Chained Payments, Subscriptions / Recurring Payments, Reference Transactions, etc), custom and 3rd party eCommerce developments (Magento, Prestashop, Wordpress WooCommerce, etc), customer service skills, great communication, management skills (schedules, deadlines, workload and targets), strong understanding of technology trends and a passion for internet-based business concepts.

- Serve as technical intermediary between external content provider and commercial partners, MSN Program Managers and the MSN editorial team for 7 markets: Austria (DE), Switzerland (DE/FR), Belgium (FR/NL), Netherlands (NL) and Ireland (EN).
- Build and maintain user experiences using existing publishing tools, producing new pages, sections and packages, and overseeing more complex technical projects.
- Coordinate deployment of features upgrades across the MSN Publishing Platform.
- Project management of the MSN Newsletters for those 7 markets. I created a specific Newsletter Tool to improve efficiency and effectiveness.
- Serve as a first line response locally for all technical issues with the live sites either resolving directly or escalating and tracking resolution.
- Liaise with the editorial teams to drive best practice in their use of the publishing platform.
- Provide support to sales in terms of feasibility of projects proposals.
- Background development: experience as a webdeveloper, webdesigner and project management is needed. This role requires co-work cross-discipline with other platform producers, developers, testers, designers, program managers and leadership teams globally.

- Translate "non-tech-speak" customer needs into real requirements.
- Define end to end scenarios and driving the development process from design to release.
- Projects: tcn.es (website and iphone app), Ruta 2012 Carnet Jove (Facebook app and corporate newsletters), Instagrafic (iPhone app) and CreditoPocket.com among others.
- Background development: technical knowledge as a web developer and designer was needed as well as project management (Agile Software Development). Also as a SEO I provided tips to improve the sites.

- Manage developments, servers and domains.
- Definition of requirements, information architecture, wireframing, design and layout.
- Research competitor / industry trends to identify attributes to make best-class products.
- Define end to end scenarios and driving the development process from design to release.
- Create, build and maintain the CMS of each website and driving editors in the use of best practices in a daily basis.
- SEO Expert and development of specific tools.
- Management and testing of DoubleClick for Publishers (Google Ads Server).
- Projects: Rinconjuegos.com (plus FR/EN), eRural.com, Peliculas21.com and Series21.com.
- Background development: this company was a growing start-up style organisation with development team in multiple locations, it was a good place and environment to improve management skills. I started as a PHP Developer but in a few months I became a Project Manager (Agile Software Development) but also acting as a Product Owner.

- Translate customer requirements into insightful designs.
- Definition of information architecture, wireframing and design.
- Projects: Puntex.es, Business English, AMS and Fincas Vázquez among others.
- Background development: as a Designer I was focused on design and layouts with HTML and CSS, but also I developed sites with PHP and MySQL.

- Domainer and SEO analyst.
- Full development process from design to release.
- Projects: Latriboo.com, Embassy of Portugal in Ireland, LuxBeauty, ArquitectosBCN, Teo Perea, Estética Sentits, Nubelo, V. Pimstein, J. Hammer...
- Background development: HTML, CSS, Javascript, PHP and SQL.
- In 2009, El País (spanish newspaper) published an article on my project: http://bit.ly/7loi30.
- In 2012 I created a new reference guide for foreigners in Dublin: www.movetodublin.com.