



# Alberto Lucas Martins

PRODUCT OWNER / MANAGER

## PROFILE SUMMARY

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Results-driven professional with expertise in Agile Scrum methodology, data-driven decision making and user-centric design. Adept at building strategic roadmaps, prioritizing backlogs, and collaborating with stakeholders. Focused to achieve OKRs, improve KPIs and deliver scalable solutions through innovation and effective team leadership.

## SKILLSET

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- **Passion:** Excited by creating solutions while enjoying the process.
- **Soft Skills:** Focused in communication, collaboration, and adaptability.
- **360° Digital Expertise:** Blended mindset of business, technical and creative.
- **Innovation:** Strong in uncovering and delivering solutions that customers value.
- **Prioritization:** Balances impact and effort to make strategic development decisions.

## WORK EXPERIENCE

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**SENIOR PRODUCT OWNER | Europcar On Demand (Ubeeqo)**  
Barcelona, Spain | August 2021 - Present

- Led several cross-functional teams to deliver impactful mobility solutions for all platforms (website, webapp, Android and iOS).
- Built and executed data-driven product roadmaps, aligning with business OKRs and enhancing customer satisfaction. Contributed to a 10% call reduction, 15% increase in insurance revenue, and fully automated fine processing, driving additional revenue growth.
- Key outputs: Pricing/Tariffs system (incl. Dynamic Pricing), Chatbot, Bluetooth unlock/lock doors, Auto-Fines Management, and more.

## CONTACT

**P:** 0034 695 326 927

**E:** [contacto@albertolucas.com](mailto:contacto@albertolucas.com)

**in:** [linkedin.com/in/alucas2k](https://www.linkedin.com/in/alucas2k)

**A:** El Masnou, Barcelona, Spain

## EDUCATION

Master's degree in **Usability, Interaction Design and UX**.  
Pompeu Fabra University,  
Barcelona (2016-2017)

Bachelor's degree in **Multimedia**.  
UPC University, Barcelona  
(2003-2006)

Degree in Systems Management,  
CESF, Barcelona (2002-2003)



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## CERTIFICATIONS

2020  
**Scrum Product Owner**  
By Scrum.org - Online

2017  
Advanced **Google Analytics**.  
By Google - Online

2016  
**User Experience**  
By UXTraining.com - Online

### PRODUCT MANAGER | [heycar.com](https://www.heycar.com)

Barcelona, Spain | November 2020 - August 2021

- Established product vision for heycar Spain.
- Launched and maintained Auto-Classifieds platform boosting lead generation by 25%.
- Integrated SaaS tools to streamline operations as Netsuite (Pricing) and Hubspot (CRM).
- Ideated and developed key eCommerce initiative (sell online vehicles) to boost lead generation.

### SENIOR PRODUCT OWNER | [Excursiones.net](https://www.excursiones.net) (Hivemind Venture)

Barcelona, Spain | September 2019 - Nov 2020

- Defined and executed the product roadmap enhancing existing site usability/design and performance.
- Partnered with stakeholders to deliver solutions aligned with business needs, contributing to a 20% growth in lead generation.
- Led an agile Scrum team, refining product backlog and delivering high-quality features.

### PRODUCT OWNER | [Pagamastarde.com](https://www.pagamastarde.com) (Pagantis)

Barcelona, Spain | March 2018 - August 2019

- Defined and executed the product roadmap enhancing merchant-facing tools (Backoffice, loans simulator,...).
- Prioritized and refined product backlog, focusing on user stories and technical debt resolution.
- Partnered with stakeholders to enhance product KPIs, aligning with organizational goals.

### CRO SPECIALIST & SR INTEGRATION ENGINEER | [PayPal.com](https://www.paypal.com)

Dublin, Ireland | April 2014 - March 2018

- Served as the technical point of contact for Account Managers and eCommerce development teams.
- Provided strategic technical guidance and expertise to stakeholders, ensuring alignment with business goals.
- Leveraged data insights and optimized conversion rates for a diverse EMEA portfolio of 200+ accounts, including UNICEF, Decathlon, HappySocks, and MotoGP.
- Created comprehensive documentation tailored to diverse audiences (HOW TO in videos).
- Conducted training sessions and shadowing programs to empower technical and non-technical stakeholders.



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### **MSN PLATFORM PRODUCER & SEO (EMEA) | Microsoft**

Dublin, Ireland | January 2013 - December 2013

- Managed content optimization and feature upgrades for MSN across EMEA.
- Designed wireframes and improved UX for news and content MSN platform.
- Delivered SEO training for journalists, resulting in a 10% growth in organic traffic.
- Developed an editable email template for journalists.

### **PROJECT MANAGER & SEO ADVISOR | Digital Seed (Agency)**

Barcelona, Spain | July 2011 - June 2012

### **PRODUCT OWNER | Grupo Germinet**

Barcelona, Spain | November 2007 - July 2011

### **CO-FOUNDER & DESIGNER | Dreaming Webs (Agency)**

Barcelona, Spain | May 2005 - November 2007

### **QA TESTER & DEVELOPER | Click Software SL**

Barcelona, Spain | July 2004 - February 2005

For a more detailed explanation on each experience please visit  
Linkedin profile: [linkedin.com/in/alucas2k](https://www.linkedin.com/in/alucas2k)

References and degrees on request.