email@lucioduran.com • 598 916 38729
https://www.linkedin.com/in/lucioduran • San Jose, Uruguay
https://www.lucioduran.com/

Lucio Durán

Product Development & Technology Direction/Management

Accomplished Leader with extensive experience in leading project teams, implementing application development and infrastructure technology programs, partnering with internal/external business units and vendors, and administering budgets. Experienced in E-commerce product direction, conversion-oriented UX/UI design, and front-end development. Sophisticated understanding of managing product concepts and delivering effective product solutions to market. Experienced with standing up optimized multi-location transformation organization to deliver value from requirements to deployment. Capable at delivering clear instruction and managing each phase of the product life-cycle from inception to completion. Proven expertise in defining and implementing technology strategies and transformation roadmaps. Demonstrated expertise in designing and launching creative solutions that strengthen the organization's network, infrastructure, and user experience. Proven start-up and turnaround abilities such as transforming under-performing technical organizations into viable and profitable engines of innovation. Ability to lead and direct business and project owners through SDLC, Agile, and Scrum utilizing PM methodologies. Innovative technical visionary and decisive staff leader with interpersonal skills, and the ability to lead, focus, and direct staff to deliver on all directives.

Areas of Expertise

- Strategic Planning & Analysis
- Cloud Infrastructure Management
- Front End Engineering
- Innovation Research & Application
- Data Science & Analytics
- Design thinking

- Agile Project Management
- Technical Program Management
- Digital Product Marketing
- Mobile App Development
- Product Design & Management
- Art Direction fro digital products

- Solutions Planning
- Client Relationship Building
- User Interface Design
- User experience Design
- Change Management Initiatives
- Team Development / Leadership

Professional Experience

LOi, Montevideo - Uruguay   **2014 – Present**
Chief Technology Officer (CTO)

Lead team to define technology, integration, and development path at LOi. Manage projects and requirements for each new technology feature, product, or service launched by LOi. Chair strategic meetings with technology providers by examining implicit effects and efforts related to providers' technologies and services. Implement technology-related decisions and develop technical aspects of the company's strategy to ensure alignment with business goals. Implement new technologies to yield competitive advantage. Supervise system infrastructure to ensure functionality and efficiency. Build quality assurance and data protection processes. Monitor KPIs and IT budgets to assess technological performance. Use stakeholders' feedback to inform necessary improvements and adjustments to technology. Communicate technology strategy to partners and investors. Coordinate with non-technical members by serving as leader on the development team. Collaborate with project managers to estimate feasibility and complexity of new products/features. Evaluate and implement new technologies to maximize development efficiency.

- Designed and developed Proprietary E-commerce platform and Mobile App.
- Ensured complete cloud migration to AWS Integration with wide variety of AWS APIs and services.
- Implemented AI personalized products recommendations system by using Amazon SageMaker, Amazon Glue, and Amazon Personalize.
- Contributed in planning process for software development projects to meet quality and deadlines on delivery.

LOi, Montevideo - Uruguay   **2008 – Present**
Chief Design Officer (CDO)

Supervise all the design-related actions, branding, printing, product design, digital marketing, and online ads by acting as a designer. Lead interaction and production related to brand's visual representation. Facilitate work sessions with product teams and users to define key design goals and requirements. Audit the landscape competitively for inspiration and design ideas to be used in the current design process. Produce superior graphics and visual components. Direct user-experience and product-design efforts for team, ensuring delivery of high-quality product.

- Developed multi national brands and marketplaces presence by delivering effective training to team and creating branding manual and guidelines.

LOi, Montevideo - Uruguay   **2012 – Present**
User Experience (UX) Chief

Design, research, and test new tools, technologies, and approaches to better user experience. Conduct user research to inform and validate the product design, using methods such as field observations, interviews, contextual inquiries, surveys, and remote usability testing. Create prototypes to demonstrate intended end-user experience and key interactions. Supervise user experience process to ensure all members of UX team complete the work to establish positive experience for customers. Develop employees through training, workshops, and annual reviews. Lead internal reviews for feature and UI design, art direction and other UX/UI responsibilities. Produce concepts and ideas related to User Experience. Create annotated wireframes or prototypes, conceptual models, and user flow diagrams. Lead team of UI designers/artists to deliver world-class user interface, contributing leadership and outstanding individual work to the effort.

- Led, analyzed, and evaluated and hundreds of UX iterations, meetings, and ideas
- Implemented E-commerce platform UX research and Mobile App UX research.
- Directed usability optimization and standardization across all platforms.

LOi, Montevideo - Uruguay   2008 – Present
Cloud Systems Administrator

Manage and optimize all cloud infrastructure products & services by finding perfect balance between price and power. Research and employ new infrastructure-related products & services by interacting with company cloud services providers and partners. Lead the IT department to develop and support cloud infrastructure. Set up and monitor cloud-based infrastructure, platforms, and software. Oversee modification and use of cloud resources. Research cloud providers, platforms, software, and other cloud solutions by finding cloud providers and cloud technologies. Implement cloud system security strategies, policies, and procedures. Integrate cloud systems into current environments.

- Ensured maximum cloud systems resources and costs optimization.
- Developed and monitored cloud systems detailed dashboards.
- Created and implemented important usage alarms and metrics for cloud systems.

LOi, Montevideo - Uruguay   2012 – Present
User Interface (UI) Chief

Test vast number of mockups and complex user interfaces for both the LOi website and mobile app. Create design briefs to set requirements. Translate requirements into style guides, design systems, design patterns, and attractive user interfaces. Create visualization of screens within a prototype framework. Identify design problems and devise elegant solutions. Present ideas, concepts, and design solutions to various stakeholders incorporating feedback into designs. Develop and maintain design systems and documentation regarding style guidelines. Execute all visual design stages from concept to final hand-off to engineering. Establish and promote design guidelines, best practices, and standards.

- Conceptualized original ideas that bring simplicity and user friendliness to complex design roadblocks.
- Created and maintained E-Commerce UI and Mobile Application UI.
- Created and maintained various design systems.

LOi, Montevideo - Uruguay   2012 – Present
Frontend Development Chief

Translate user interfaces designs and mockups into source code. Implement new front-end related technologies and optimizations. Develop new user-facing features, reusable code, and libraries. Ensure technical feasibility of UI/UX designs. Optimize application and website for maximum speed and scalability. Validate and deploy new front-end frameworks, tools or services. Monitor the platform's performance and optimization. Lead junior, mid, and senior-level developers and continue to foster creative, developer-friendly work environment.

- Migrated the front-end legacy code form HTML + PHP to ReactJS
- Directed complete front-end for e-commerce platform and mobile app with over 15 versions.
- Created a design system for website and mobile app.

LOi, Montevideo - Uruguay   **2012 – Present**
Head of Digital Marketing Technology

Integrate social networks and digital marketing automation and metrics technologies. Integrate latest marketing-related technology and best practice. Oversee all the company's social media accounts. Track SEO and Google Analytics data via complex analysis. Identify benchmarks and provide suggestions for improvement. Utilize market leading, multi-channel communication developments and technologies to keep all audiences informed, engaged, and connected with company.

- Integrated the e-commerce platform and the mobile app with Meta conversion API, Meta Collaborative Center, and Meta commerce functions.
- Integrated the e-commerce platform and the mobile app Google Merchant Center API, Google Analytics G4

LOi, Montevideo - Uruguay   **2012 – Present**
DevOps Chief

Build new development tools and infrastructure to automate and improve development and release processes. Interact with software developers and software engineers to ensure development according to established processes. Deploy updates and fixes by providing Level 2 technical support. Perform root cause analysis for production errors. Design procedures for system troubleshooting and maintenance.

- Created and implemented various code pipelines, secure development and deployment system, and security polices for code deployment
- Developed and employed a Continuous Delivery approach.

LOi, Montevideo - Uruguay   **2012 – Present**
Product Owner

Collaborate with other leaders to ensure successful development, release, and launch of world-class product. Lead scrum teams as the product owner by providing vision and direction to agile development team and stakeholders throughout the project and create requirements. Plan and prioritize product feature backlog and development for the product. Define product vision, road-map, and growth opportunities. Assess value, develop cases, and prioritize stories, epics and themes to ensure work with maximum value and according to product strategy. Provide backlog management, iteration planning, and elaboration of the user stories. Liaise with product management to create and maintain product backlog according to business value or ROI. Lead the planning product release plans and create expectation for delivery of new functionalities. Research and analyze market, the users, and the roadmap for the product.

- Achieved perfect timely delivery and maximum optimization of people focus across all company projects
- Completed teams migration and re-education form outdated tools and practices to agile tools, practices, and standards.
- Detected effective team size and members for each company project
- Achieved total optimization of teams' velocity for each company project by implementing Agile/Scrum best practices and new trends.
- Ensured use of best practices, technologies and procedures to get polished results across all product-related areas.

LOi, Montevideo - Uruguay   2020 – Present
Mobile Development Chief

Develop new user-facing features and conceptualized original ideas to bring simplicity and user friendliness to complex design roadblocks. Design and build advanced applications for the Android/iOS platform. Work with cross-functional teams to define, design, and ship new features. Supervise and motivate the mobile development team. Identify technology trends and evolve social behavior to support or impede the success of the business. Coordinate with outside data sources and APIs. Work on bug fixing and improve application performance. Evaluate and implement new technologies to maximize developmental efficiency.

- Developed LOi Mobile App using React Native.
- Positioned the LOi Mobile App for top 3 of the most downloaded app in the App Store and Google Play for 3 weeks.
- Successfully published the Mobile Apps across all the mobile apps markets.
- Developed a Mobile InstaApp specifically for the Huawei ecosystem.

MiBelleza.uy, Montevideo - Uruguay   2021 – Present
Chief Technology Officer (CTO)

Develop technical aspects of the company's strategy to ensure alignment with business goals. Implement new technologies that yield competitive advantage. Supervise system infrastructure to ensure functionality and efficiency. Build quality assurance and data protection processes. Monitor KPIs and IT budgets to assess technological performance. Use stakeholders' feedback to inform necessary improvements and adjustments to technology. Work effectively with non-technical members of the company, as a leader on the development team. Work with project managers on estimating the feasibility and complexity of new products/ features. Participate in the planning process for software development projects, and ensure meeting quality and deadlines on delivery. Implement new technologies to maximize development efficiency.

- Ensured complete cloud migration to AWS Integration with wide variety of AWS APIs and services.
- Implemented AI personalized products recommendations system by using Amazon SageMaker, Amazon Glue, and Amazon Personalize.
- Contributed in planning process for software development projects to meet quality and deadlines on delivery.

Additional Experience

Website Developer | ACJ Montevideo, Montevideo - Uruguay
CEO / Founder | LDS, Montevideo - Uruguay
CEO / Founder | Sellerista, Montevideo - Uruguay
Graphics Designer & Fullstack Developer | Jorge Martínez College, Montevideo - Uruguay
CEO / Founder | DIMS, Montevideo - Uruguay
Junior Developer | Racoon, Montevideo - Uruguay

Major Projects

- https://www.loi.com.uy
- LOi App on iOS
- LOi App on Android
- https://www.mibelleza.uy

... and more than 100 websites, 50 logotypes, 1000 printed media, 100 services integrations, and 10 REST API development.

Education

Blockchain Bootcamp - at Caltech

CB BC Blockchain Applications and architecture - at at Simplilearn

CB BC Fundamentals of Blockchain- at at Simplilearn

The Official React Query Course - at at Simplilearn

Linux Training - at Simplilearn

Psychology of E-Commerce: How to Sell Online - at Interaction Design Foundation (IxDF)

Basic Cluster Administration - at Mongo University

MongoDb Basics - at Mongo University

Display Ads Certification - at Google

Google Ads Applications Certification - at Google

Shopping Certification - at Google

Google Analytics Individual Qualification - at Google

Google Analytics for Beginners - at Google

JavaScript: Understanding the Weird Parts - at Udemy

ES6 Javascript: The Complete Developer's Guide - at Udemy

Complete Intro to React (feat. Redux, Router & Flow) - at Frontend Masters

Learn and Understand NodeJS - at Udemy

JavaScript: From Fundamentals to Functional JS - at Frontend Masters

Advanced JavaScript - at Frontend Masters

Introduction to JavaScript Programming - at Frontend Masters

Technical Proficiencies

I work and have ascertainable experience with a wide variety of technologies, some of the most in-demand technologies I'm used to working with are:

- AWS, Google Cloud Platform & Azure
- ReactJS & React Native
- All Google Marketing Plattforms

- Google Cloud Platform
- HTML, JS & CSS
- Jira Ecosystem

- Adobe Creative Cloud
- MongoDB & MySQL
- NodeJS & Deno

Visit my Portfolio Website

I've developed a website where I show all my information in a more detailed and user friendly experience. Feel free to visit lucioduran.com and contact me whenever you want.

Scan the QR code or follow the next link to visit my website:
https://www.lucioduran.com