

## Contactar

+34623197147 (Mobile)  
luis.sg@gmail.com

[www.linkedin.com/in/luisnomad](http://www.linkedin.com/in/luisnomad)  
(LinkedIn)  
[www.luisnomad.com](http://www.luisnomad.com) (Portfolio)

## Aptitudes principales

Front-end  
Web Development  
JavaScript

## Languages

Español (Native or Bilingual)  
Inglés (Full Professional)

## Certifications

Agile Project Management  
Transitioning from Waterfall to Agile  
Project Management  
Agile at Work: Building Your Agile  
Team  
SCRUM Master

## Publications

Doers

# Luis Serrano

Technology Consultant - Moving to Valencia (Spain)  
Barcelona Area, Spain

## Extracto

Software Developer, now more into management and product leading. My current role is Product Owner.

I have been coding for more than 17 years, and I was normally in charge of making things look pretty (front-end, UI/UX). I am a "lazy" person, meaning I don't seek to reinvent the wheel, nor impress you with over-engineering. I like to keep things simple, which makes my life less stressful and your project gets faster to market. I like to achieve things, and of course I put all my effort in the mission, but I choose my battles!

Biggest challenges? Non tech related that I could highlight. Technology can be tricky but challenges very often come from people, we make things unnecessarily difficult sometimes. But I have been in the business for a long time and I am quite patient and pragmatic. Doesn't mean I tolerate bullshit, I just manage it better now. That's why I am often appointed as the Team Lead or the mentor.

I hate following trends for the sake of hypes. I use what's useful, and I don't know it all. I learn fast and I don't demand much. I just expect fair play and transparency, which I will give you in return.

I don't believe in technical tests... actually I think engineers shouldn't do HR stuff. We tend to apply tunnel vision, and we don't have a Psychology degree like HR professionals. I still believe experience shouldn't be measured by how good someone is using the latest-last framework. Some of us were here before frameworks!

I don't take myself too seriously. I am not a genius. I was probably not amongst the best developers, and now as a Product Owner I have still lots to learn. But I have fought a thousand battles and I am willing to fight some more, and I am always keen to learn new things.

That's me.

See more here: [www.luisnomad.com](http://www.luisnomad.com)

HR people: if you have read my profile, let me know by starting your message with the secret passphrase: "I have ACTUALLY read your profile!". Otherwise I won't even answer

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## Experiencia

[luisnomad.com](http://luisnomad.com)

Technology Consultant

enero de 2017 - Present (3 años 2 meses)

London - Valencia - Barcelona

Product Management, Web Development, quick product prototyping, e-commerce sites, and other software projects. From time to time, I also do tech recruitment! Send me your candidates and I'll help you validate their skills.

Development Customers:

- Rooster Money (React/Node)
- K2 Partnering Solutions (Sitecore/CSS/jQuery)
- LambdaLoopers (WordPress/SASS/JS)
- BCN Marketing (WordPress/JS/CSS)

Consulting Customers:

- Flexible IT (Product Owner)
- Scale Capacity - Los Angeles, US (Project Manager Associate)

Main technologies:

- Javascript (and frameworks around it, specially React)
- WordPress themes & customization
- NodeJS, Meteor, IBM node-red for IoT projects

Technical recruitment:

- How many times an awesome candidate is lost because the wrong person was in charge of the screening process? You can't put a busy developer to do HR tasks, and if you do, you must pick someone who's got people skills, good communication, empathy and emotional intelligence. I have 20 years in the field, and I am old enough to detect bullshit when I see it. But I also believe in

people and I am willing to put the time and effort and give your candidates a fair chance.

Other stuff I do mostly for fun, but it does influence my work in the web & marketing industry:

- Content creation
- Video production

## ARKD BOX

Co-Founder

agosto de 2018 - Present (1 año 7 meses)

Valencia Area, Spain

Side Project! Creating the product of your dreams! Follow us on Instagram to see the progress. We've already produced a couple of usable prototypes. Now we're dealing with logistics and negotiating with providers. You know how it goes...

## Flexxible IT®

Freelance Product Owner at Flexxible IT® - Apps2Digital (Contractor)

julio de 2019 - diciembre de 2019 (6 meses)

Barcelona Area, Spain

Apps2Digital Product Owner (external, freelancer)

## Capgemini

Sitecore/SXA Front-end Developer - Contractor

octubre de 2018 - marzo de 2019 (6 meses)

Barcelona Area, Spain

Developing SXA themes for Sitecore projects. Remote, international team.

## RoosterMoney

Senior Software Developer (Contractor)

julio de 2017 - julio de 2018 (1 año 1 mes)

London, United Kingdom

Developer at UK based startup - Working remotely from Spain.

React, Backbone, Cordova, Node.js

## blended.io

Technical Project/Product Manager (Contractor)

julio de 2016 - enero de 2017 (7 meses)

Barcelona y alrededores, España

Agile Technical Manager with extensive development experience.

At Blended, we build solutions and experiences for our clients that expand their businesses. Those experiences bring together and unite web, mobile and wearable platforms. We are able to melt our technological expertise around JavaScript technologies with a unique blend of Experience Design that focuses on user behaviour and real user needs.

## Bynder

Senior Front-end Developer

diciembre de 2015 - julio de 2016 (8 meses)

Barcelona y alrededores, España

Senior Front-End Developer at Bynder - online Brand Portal and Digital Asset Management solution.

Founded in 2010, Bynder is the leading branding automation solution and powers over 300 brands worldwide, including KLM Royal Dutch Airlines, Logitech and AkzoNobel. Bynder has offices in Amsterdam, Rotterdam, London, Boston and Barcelona and is currently active in over 50 countries.

## Code d'Azur

Senior Frontend Engineer

julio de 2015 - noviembre de 2015 (5 meses)

I create beautiful websites using Backbone + Chaplin and Laravel, plus all the HTML5 & CSS3 magic.

## Netcentric

Software Engineer Team Lead

noviembre de 2012 - junio de 2015 (2 años 8 meses)

Front-End Developer. Desarrollo del Front-End de páginas creadas con Adobe CQ5, siguiendo los estándares y normas de accesibilidad más actuales.

Nota para recruiters: No estoy interesado en trabajar con AEM/CQ otra vez.

## Altran España

Front-End & Mobile Developer

abril de 2012 - noviembre de 2012 (8 meses)

Rich Internet Apps Design & Development, Front-End and Server Side. Mobile Apps & Usability Consultant.

## Gamesa

### Senior Technical Consultant & Enterprise 2.0

junio de 2011 - febrero de 2012 (9 meses)

Pamplona, Navarra

I helped creating their new Intranet and Customer Portals. I was also part of the team that put together the Employee Portal. Tasks developed included creating usability & design proposals, supervising outsourcing providers, testing & validating functional requirements.

As a side project, I made a Social Media Strategy draft for the company.

Technologies: Oracle Products

## everis

### Experto - Proyectos de tecnología

julio de 2010 - mayo de 2011 (11 meses)

Diseño y Desarrollo de Rich Internet Applications. Consultor de Usabilidad y Aplicaciones Móviles.

## Oasys Soft

### Product Engineer / Product Manager

septiembre de 2008 - julio de 2010 (1 año 11 meses)

Product Manager : <http://www.ebdsoft.tv>

## SOFTENG, The Internet development Company

### User Interface

noviembre de 2007 - septiembre de 2008 (11 meses)

Desarrollo de interfaz gráfica de innovador CMS. Javascript, .Net 2.0, Controles Telerik

## Presence Technology

### Solutions Developer

2007 - 2007 (menos de un año)

My role was to integrate the company's products into the existing customers' infrastructure and custom User Interfaces. (.Net, PHP, VB, JavaScript)

Technologies: MS .Net (C#), jQuery, PHP (to extend Sugar CRM), MySQL, SQL Server, Oracle

## Prous Science

### Web Developer

junio de 2006 - noviembre de 2006 (6 meses)

Web Development, Webcasting (events and conventions recording, editing, publishing)

Softwrap Ltd. (London, UK)

UI Specialist, Usability Consultant, E-Commerce & Web Development  
noviembre de 2005 - mayo de 2006 (7 meses)

User Interface designer & customizer, web development, e-commerce business intelligence, web payment gateways (paypal, visa, Cerisign certificates, Deutsche Telekom). Working with customers such Sega, Yahoo! Brasil, Norton, Ahead Software, T-Mobile.

Surfpin Ltd (London, UK)

Systems Analyst

marzo de 2005 - noviembre de 2005 (9 meses)

Systems Analyst & Web Developer

Varios

Desarrollo web & Analista programador

enero de 2000 - marzo de 2005 (5 años 3 meses)

Durante este periodo trabajé en varias empresas, entre Valencia y Barcelona. Mis funciones fueron muy distintas, abarcando un abanico muy amplio que me proporcionó una visión global de la industria, y experiencia suficiente para iniciar mi especialización. Entre las tecnologías que usé y llegué a dominar, destaco: VB6, ASP y PHP en mis inicios. Primero como parte de equipos pero con tendencia a desarrollar de forma independiente soluciones completas. Con la llegada de .Net, me especialicé en esta plataforma de desarrollo, compaginándola con PHP en proyectos freelance. Además, he realizado trabajos de fotografía y diseño gráfico (retoque de imágenes, modelado 3D, flyers, catálogos y revistas). Solicitar CV para información más detallada.

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## Educación

Grupo ECC

Systems Analyst, Computer Software Engineering · (1997 - 2000)

I. E. Fuente San Luis

Bachiller, Bachelor of Arts · (1994 - 1997)

Ver notas adicionales

Varios, Varios · (2001 - 2008)

Altran

SCRUM Master · (2012 - 2012)