PERSONAL DATA



- Last Name: MASO
- Name: GUILLERMINA LAURA
- Degree: Bs, Systems Engineer
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- Birth date: September 6th 1982
- Passport (italian): YA5024054
- Nationality: Argentinian and Italian

PROFESSIONAL CAREER SUMMARY

Business Analyst with years of experience in construction and consulting of client's solutions through information system. Have participated in distributed team coordination activities within countries with different cultures and languages.

Strongly interested in user experience and adapting work methodologies and ways to face distinctive problems with fresh solutions, gathering different points of view from the team and taking advantage of strengths of each one of the individuals towards a common goal. Scrum fan :)

Negotiation skills and capacity to deal directly with the end-client not only using native language, but also using support languages such us English.

PROFESSIONAL EXPERIENCE

09/2019 – today

Overactive

Job title: Sr Business Analyst

Job type: Full-Time

Project Name*:* Onboarding Digital. ***Client***: Financiera Dann Regional
Role: Business Analyst (Product Owner assistant)
Tasks: Existing product research, user stories writing (including acceptance criteria), negotiation, product backlog management, daily, refinement and planning meetings participation, wireframe review, etc **Product:** Website for onboarding new clients (companies and people)

Project Name**:* NCIS. ***Client: XPO
Role: Business Analyst (Product Owner assistant)
Tasks: Existing product research, user stories writing (including acceptance criteria), negotiation, product backlog management, daily, 4 amigos and planning meetings participation, wireframe review, testing, etc **Product:** Internal web application for customer information management. Migration from mainframe system to cloud platform. Working onsite in client's Portland office

05/2018 – 06/2019

Whyline S.R.L.

Job title: Functional Analyst

Job type: Full-Time

Project Name**:* Mobile App. ***Client: Whyline
Role: Functional Analyst/Product Owner
Tasks: User stories writing (including acceptance criteria), user journeys, client's needs around user stories clarification, product backlog management, stakeholder management, daily, refinement and planning meetings participation, wireframe construction, demos, testing, etc **Product:** mobile applications (android & ios) for end-users: Whyline and Fila Cero. Also participating in integrations with other 3rd parties Queue Management Systems like eg. Eflow, Docsys, Algoritmo

03/2016 – 04/2018

Globant.

Job title: Business Analyst

Job type: Full-Time

Project Name**:* IDB Employee Portal ***Client: IDB
Role: Business Analyst in a scrum team
Tasks: User stories writing (including acceptance criteria), client's needs around user stories clarification, product backlog management, stakeholder management, daily, refinement and planning meetings participation, wireframe review, demos, etc **Product:** internal web application portal using ServiceNow platform

Project Name**:* Cineplanet redesign ***Client: Cineplanet

Role: Product Owner
Tasks: User stories writing (including acceptance criteria), client's needs around user stories clarification, product backlog management, stakeholder management, daily, refinement and planning meetings participation, verification and analysis. **Products:** web portal, mobile apps and self-service terminal for checking movies and/or buying tickets

Project Name*:* .com site redesign ***Client***: Southwest Airlines
Role: Business Analyst in a scrum team
Tasks: User stories writing (including acceptance criteria), product backlog management, daily, refinement and planning meetings participation, verification and analysis. **Products:** front end web components for their .com site

Project Name*:* Project Pricing ***Client***: Deloitte
Role: Business Analyst in a scrum team
Tasks: User stories writing (including acceptance criteria), client's needs around user stories clarification, product backlog management, stakeholder management, daily, refinement and planning meetings participation, verification and analysis, testing. **Products:** web intranet app for managing pricing of projects

06/2014 - 10/2015 ADP (Barcelona). Puesto: Business System Analyst

Job title: Business Analyst

Job type: Full-Time

Project Name*:* Supporting Tools ***Client***: ADP
Role: Product Owner
Tasks: User stories writing (including acceptance criteria), client's needs around user stories clarification, product backlog management, stakeholder management, daily and planning meetings participation, wireframing verification and analysis. Demos **Products:** user management portal and migration tools

01/2014 - 06/2014 ADP (Barcelona).

Job title: Developer Analyst

Job type: Full-Time

Project Name*:* Web Portal ***Client***: ADP
Role: Developer

	Tasks: constructing a portal using a designer's tool

12/2012 – 13/2013 WIPRO Technologies, Rosario, Santa Fe, Argentina

Job title: Software Senior Engineer

Job type: Full-Time

Project Name*:* SOT Documentation. ***Client***: Cargill
Role: Functional Analyst
Tasks: Elaborating UML documentation of a Trading application (SOT). Doing reverse engineering and research with Subject Matter Experts (SMEs) about how SOT works. Documenting findings in form of: general information, Use Case diagrams and specifications, modules diagrams, Activity Diagrams and BPMs. Participating in videoconferencing with SMEs from Buenos Aires and translating information in English for off-shore team in India. ***Other tasks:*** Coordinating 2 more Bas, estimating and assigning tasks, doing revisions, identifying risks, negotiating deadlines with Cargill's stakeholders.

11/2011 - 11/2012 Globant, Rosario, Santa Fe, Argentina

Job title: Business Analyst Semi Senior

Job type: Full-Time

Project Name*:* Peet's e-commerce redesign. ***Client***: Peet's
Period: Sep-Nov 2012
Role: Functional Analyst
Tasks: User stories writing (including acceptance criteria), client's needs around user stories clarification, product backlog management, daily and planning meetings participation, UI design verification and analysis, user testing performance.

Project Name*:* Participated in 2 projects: The first one was a blood donation portal development, the second one was related to improving an internal Resource Management tool. ***Client***: Globant.
Period: May-Aug 2012
Role: Functional Analyst + Agile/Scrum coacher + User Experience Expert
Tasks: User stories writing (including acceptance criteria), client's needs around user stories clarification, product backlog management, daily and planning meetings participation, UI design verification and analysis, user testing performance.
Other tasks: other BA colleges coaching (as for the use of good practices while using JIRA and other tools). Wire-framing/sketching.

***Project Name**: My Hyundai. **Client**: Razorfish*
Period: Jan-Apr 2012
Role: Functional Analyst
Tasks: User stories writing (including acceptance criteria), client's needs around user stories clarification, product backlog management, daily and planning meetings participation, UI design and UX verification and analysis, UI behavior annotations writing (using JIRA)
Location: San Francisco, California (on-site)
Other tasks: other colleges coaching (as for the use of good practices while using JIRA and other tools)

***Project Name**: Avaya Support website **Client**: Razorfish*
Period: Nov-Dec 2011
Role: Functional Analyst
Tasks: User stories writing (including acceptance criteria), client's needs around user stories clarification, product backlog management, daily and planning meetings participation, UI design and UX verification and analysis, UI behavior annotations writing (using InDesign)
Location: San Francisco, California (on-site)
Trainings: In-Design self-trained

***Project Name**: Microsoft Retail Store **Client**: Razorfish*
Period: October 2011
Role: Functional Analyst
Tasks: client's needs around user stories clarification, daily meetings participation, UI design analysis Promoted to a dedicated **Microsoft** team.

05/2010 - 10/2011 Globant, Rosario, Santa Fe, Argentina

Job title: .NET Developer Semi Senior

Job type: Full-Time

***Project Name**: Microsoft Server & Cloud portal **Client**: Razorfish*
Period: Feb-Sep 2011
Role: .NET Developer + Functional Analyst
Tasks: client's needs identification and clarification, modules development (using xml and xslt), page template creation and maintenance, user guides documentation, IT consultancy for the client, risk identification, project status reports making, task assignation, scope negotiation, code review, issues resolution, focal point with Razorfish's project manager, tasks estimation, deployment plan verification, team coordinator (around 20

people or more), user content forms development (using Infopath)
Trainings: CSP and JIRA self-trained

Projects' Names*:* Quintiles and Razorfish Career's Portal ***Client***: Razorfish
Period: May 2010-Jan 2011
Role: Sharepoint Developer
Tasks: sharepoint modules, page templates development and intranet portal configuration
Trainings: Sharepoint's training dictated by English native speaker instructor.

02/2008 - 05/2010 — ITX SRL, Rosario, Santa Fe, Argentina
Job title: Developer/Analyst Semi Senior.
Job type: Full-Time (Work From Home)

Projects' Names*:* Nutrition, 501 Technologies, GreatlakesKraut , Wellphoria, etc.
Role: .NET Developer, Functional Analyst
Tasks: DotNetNuke modules, page templates development and portal configuration. Database design and management. Graphic designs (PSDs) into Html prototypes (html + css and javascript/jquery) transformation.
Other tasks*:* website development using PHP, CMS Made Simple, ASP, .NET
Trainings: DotNetNuke, Introduction to Mobile Android Development, Introduction to Iphone Development. PHP, ASP jquery, Enterprise Arhictect self-trained

05/2007 - 09/2007 — Accenture SRL, Rosario, Santa Fe, Argentina
Job title: .NET Trainee.
Tasks: .NET Development learning

LANGUAGES

Spanish: Mother tongue.

English: Individual classes for 5 years.
Continuing at highschool (Goethe Rosario) for 2 more years until graduation, International Bachelor Degree in English B obtained, presented by Goethe Rosario school, Note 6 (Very Good)
Text Comprehension: Upper intermediate.
Speaking: Upper intermediate.

German: Goethe Rosario School, German diploma given by Ministry of Culture of the German Republic (Sprachdiplom) – 1st and 2nd level

Text Comprehension and speaking: Upper intermediate.

EDUCATION

2008 Universidad Abierta Interamericana
DEGREE: **Bs, Systems Engineer.**
Duration: 5 years
Average: 8.41
Subjects: 47

2006 Universidad Abierta Interamericana – Universidad Tecnológica Nacional
DEGREE: Informatic systems analyst
Duration: 3 years

1986 - 2000 Goethe Rosario School
Degree: National bachelor

TECHNICAL SKILLS AND TOOLS

Wireframing & Design

- Pencil
- Draw.io
- Balsamiq
- Invision
- Axure
- Photoshop (Basic)
- InDesign (Basic)
- Figma
- Empathy Maps
- Customer Journeys
- User Testing

Management & Bug-tracking

- JIRA
- Rally
- TFS/Azure Dev Ops
- Zoho Sprints

Platforms

- IOS
- Windows
- Linux (Basic)
- Android (Basic)

Databases

- DB2
- MySQL (Intermediate)
- SQL Server
- Oracle

Other

- Google sheets/docs/presentations
- Confluence
- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint
- Microsoft Access
- E-mail
- Browsers
- Fiddler, Postman

Programming languages:

(not working with this since a while now)*

Back-end:

- Microsoft Visual Basic .NET (Intermediate)
- ASP .NET/C#

Front-end:

- HTML (Advanced)
- HTML 5 (Intermediate)
- CSS (Advanced)
- Jquery (Intermediate)

Domain Modeling Tools/methodologies:

- Enterprise Architect (Intermediate)
- UML (Intermediate)

CMS development and configuration

- Dot Net Nuke
- Sharepoint
- etc

OTHER INTERESTS

2019 - Curso de Usabilidad y Experiencia de Usuario

2016 - Curso de Usabilidad y Experiencia de Usuario expedido por UX Learn.

2014 - Certificado de Técnico Superior en Usabilidad y Experiencia de Usuario-UX expedido por Instituto Internacional de Marketing (Barcelona)

2013 - Sushi Course Level II

2012 - Singing Study

2009 - 2011 Violin Study in Cairos.

2011 -– Sushi Course Level I

2010 - 2012 – Volunteer in PMI BA Committee in Rosario

2007 - Professional Barman Course in Drinksmotion.

2006 - Swimming Paraná river crossing

1992-2000 - Piano Study in Rinaldi"Conservatory, recognized by Superior Gobierno de la Provincia, Rosario, with professor Filomena Rinaldi.

Junior Achievement Certificate in "Habilidades para el Éxito".

CPR course dictated by Fundación para la Investigación y Docencia en Emergencia Médica.

COMMENTS

Studies and courses' certificates available upon request.

Atte. Eng. Guillermina Laura Maso