




# Miguel Martínez López-Sáez

CTO, Architect & Software Developer

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## WORK EXPERIENCE

April 2019-Current

**Chief Technology Officer | Sweet Analytics Ltd.**

Sweet Analytics is a marketing automation and customer analytics platform. My role is to lead in the development of the software-as-a-service platform and to design the architecture of the different services and components that make up the platform. I have contributed from day one into the key architectural decisions of the platform, making mistakes and learning in the process what worked and what didn't. Sweet Analytics posed interesting problems related to processing large data sets and transforming them in order to provide key business analytics and insights. I provide technical leadership in all aspects of this new business. I oversee a team of 10+ developers and designers and communicate with stakeholders and customers to ensure our company's platform meets their needs and provides seamless integrations and insight with the different platforms used by our clients.

Oct 2017-April 2019

**Founder of Software Development Agency | Artic Digital**

Artic Digital is a project I started to provide custom software development services to clients. I've coordinated a number of projects requiring very different solutions, technologies and architecture. I've personally contributed to building many of the different applications (both web and mobile - Android/iOS), with a key focus on reusability and developing frameworks to be able to build bespoke apps or complex business processes quickly tailored to each client's need.

Aug 2015-Sep 2017

**Software Development Manager & Chief Architect | Adtype Global Ltd.**

My goal was to take software projects from their inception to their final state in production. This required practical knowledge of the entire software lifecycle, including: development, testing, deployment (DevOps), and operations. I provided with the technical know-how and developed a number of internal web applications from start to finish, including server provisioning and setting up deployment pipelines with CI/CD.

Jul 2014- Jun 2015

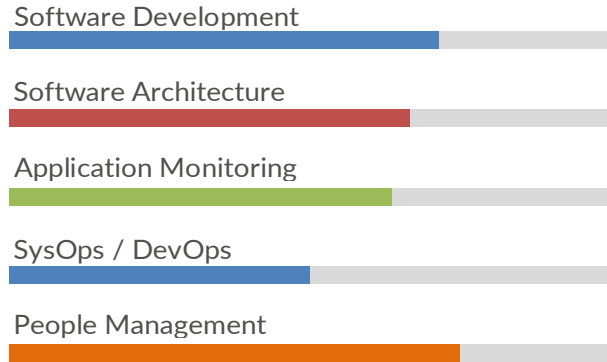
**Delivery APM Consultant | Dynatrace**

Provided expertise and best practices on Application Performance Management using market leading monitoring solutions. My objective was to help businesses scale, reduce costs, and grow by pinpointing the biggest bottlenecks and issues in their software systems, ultimately helping them take business critical decisions.

## TOP SKILLS PROFICIENCY



- Web/Mobile App Development
- Project Manager
- Team Lead
- SysOps
- Product Owner
- Solutions Architect



## PROJECTS

2017-Present

### Sweet Analytics | [sweetanalytics.com](https://sweetanalytics.com)

Sweet Analytics, is a SaaS offering that integrates with many different ecommerce and marketing platforms to provide actionable insights as to how to expand and grow the business. Uses my proprietary JavaScript Tracker to study user behavior on the site and allows for autonomous interaction with the user using all the information about the user processed through different types of machine learning algorithms. Built using Angular 7, Node.js, MongoDB, Redis, Priority-based queues (Bull, RabbitMQ), Elastic Search, Python for NLP, and Git for version control. DevOps pipeline included deployments via Jenkins, on Docker containers coordinated by Kubernetes and provisioned on Linux servers.

2019-Present

### Artic Digital Projects | [articdigital.com](https://articdigital.com)

Artic Digital's main purpose is to provide high-quality custom software solutions for clients of various sectors. I've worked closely with clients to provide them software development services to bring their projects to life. Below are a selection of some of these projects:

**Food Delivery app:** Development of an ice-cream delivery mobile app for both iOS and Android to allow clients to order ice cream from any of their supported partners.

*Technologies used: Flutter, Angular, GraphQL, MongoDB, Nginx*

**Mobility services aggregator app:** Development of an app that allows comparing hundreds of different mobility services like Uber, MyTaxi, eCooltra, Zity, ShareNow (and many more) in order to provide the most optimal journey to the user's destination.

*Technologies used: Flutter, Redis, Node.js, Bull MQ, MongoDB, Nginx*

**Business process management web application:** We have worked with a few clients to design CRM platforms allowing them to automate their business processes, and become more efficient in the way they run operations on a daily basis.

*Technologies used: Node.js, MongoDB, Redis, BullMQ, Docusign, Amazon Lambda, S3, Textract, and more*

2017-2019	<p><b>Five Music</b>   <a href="http://articfive.com">articfive.com</a></p> <p>Five provides a distributed social platform where everyone is in control of the music in an event or party. Five allows everyone to add songs to a collaborative playlist and vote for the ones they want to hear in real time. Built using Node.js, MongoDB, AngularJS, Redis, and Socket.io.</p> <p>This application originated from the HackLondon hackathon competition in an attempt to revolutionize the way parties should be experienced. An MVP was built and it received the second (runner up) award.</p>
2015-2016	<p><b>Adtype Applications</b>   <a href="http://Adtype.com">Adtype</a></p> <p><i>Landing Page Management Platform:</i> A web platform to create and manage landing pages to build websites dynamically. Used for delivering landing pages to hundreds of clients.</p> <p><i>Synthetic Google Bot:</i> Developed and designed a bot that crawled Google search result acting as a real user (mouse movements, scrolling, hesitation, clicks) and searching for a given domain using the configured keywords. Used CasperJS, and PhantomJS libraries.</p> <p><i>Dynamic Price Script:</i> Designed a script that would analyze the price of products on one or more competitor sites and adjust the price on the user's own store automatically, considering the minimum price permitted for each product in addition to other variables.</p>
2013-2014	<p><b>UV Applications</b>   <a href="http://University of Valencia, Spain">University of Valencia, Spain</a></p> <p>Automated assignment of students to their theses' supervisors &amp; Content Management System (CMS) to manage the application.</p> <p>Application that received bibliographic requests and based on a given budget, executed a priority-based algorithm to accept book purchases per professor in a "fair" manner.</p> <p>Design of a syntactic analyzer and XML parser from "Folger Digital Texts" to Artelope using several conversion protocols.</p>

## OTHER PROJECTS (SELECTION)

1. **Development of numerous web services to support Call Center operations.** They controlled the flow of leads from the sales representatives into the call center, and managed GDPR consents, blacklisting, notification service of call status per client, and more. Some of these included frontend applications to view and download lead-related data.
2. **GransLiving** (<https://gransliving.com>) – development of a platform to recommend nursing homes to people based on their requirements and preferences.
3. **Pocketbak** (<https://pocketbak.com>) - development and launch of online store with a product line of anti-bacterial pocket-sized hand sanitizer gels of various scents and designs.
4. **Evolute Soccer** - A services-oriented platform to put highly qualified personal trainers in contact with clubs and athletes that are looking to achieve their absolute best with the help of highly specialized and tailored training sessions.

## EDUCATION

- Fall 2014                      **BSc, Computer Engineering (High Academic Performance Group)**  
Polytechnic University of Valencia, School of Computer Science and Engineering.  
GPA: 3.32/4 (Final Year Student Award – Best Academic Record).
- Summer 2015                      **MSc, Computational and Software Techniques in Engineering**  
Cranfield Cranfield University (UK) School of Aerospace and Engineering.  
First Class Honours. GPA: 73%, equivalent to a 4/4 (10/10) according to the Spanish official validation scale.

## LANGUAGE SKILLS

**English:** Native

**Spanish:** Native

**Catalan:** Working proficiency