



ENRIQUE ALCOCER SOFTWARE DEVELOPER

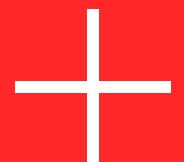
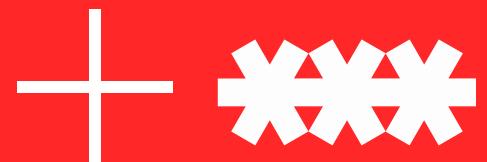
mSHAKES**

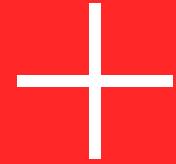
**Web, creatividad,
marketing e impacto:** la
persona detrás del
desarrollo software del
ecommerce de moda

AISC Madrid



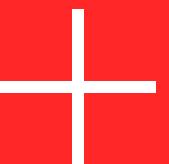
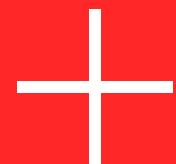
De la universidad a MilfShakes:
mi camino como desarrollador

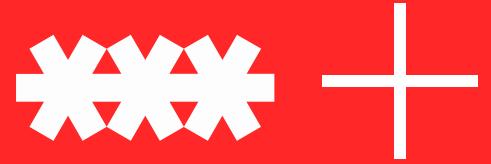
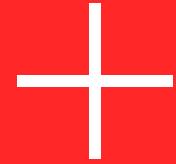




ÍNDICE

1. ¿Por qué te estoy dando una charla?
2. ¿Cómo es trabajar como desarrollador en una Startup?
3. Proyectos *reales*
4. Next steps



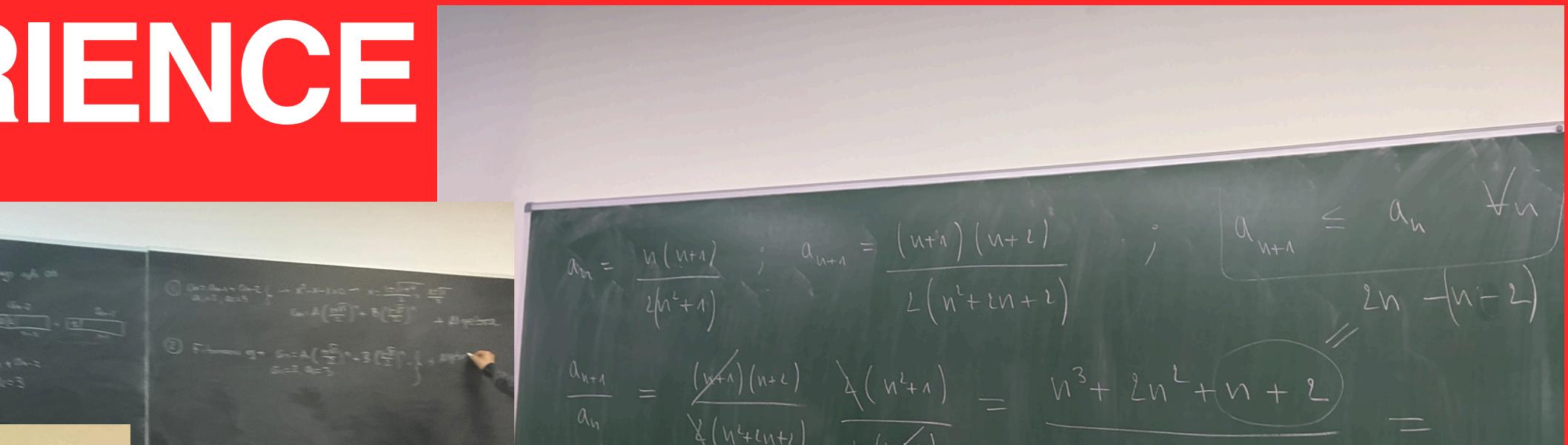
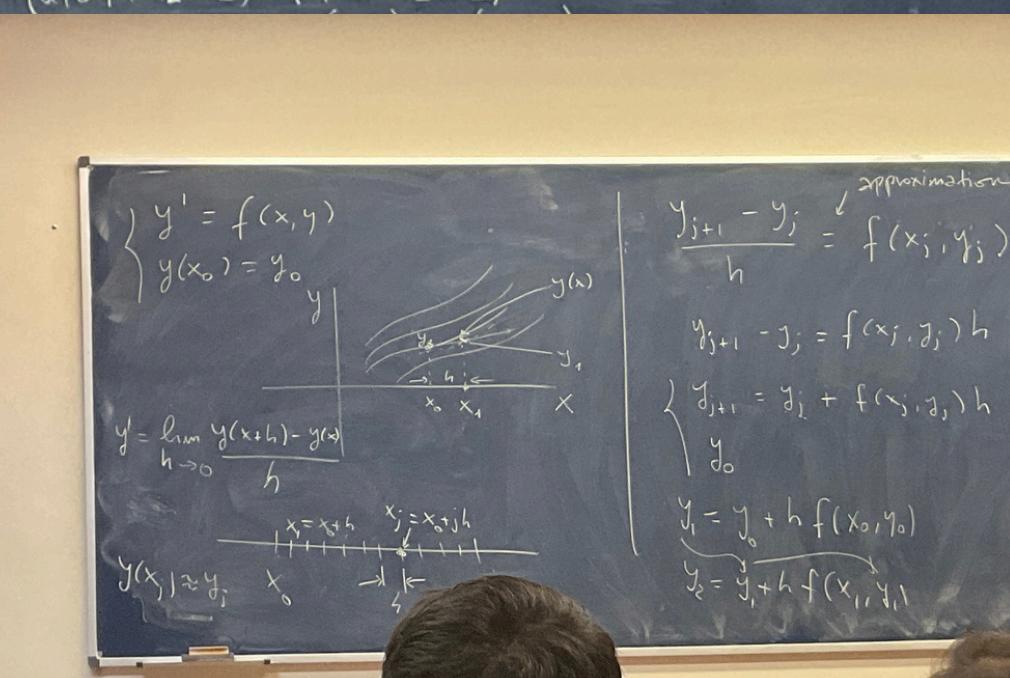
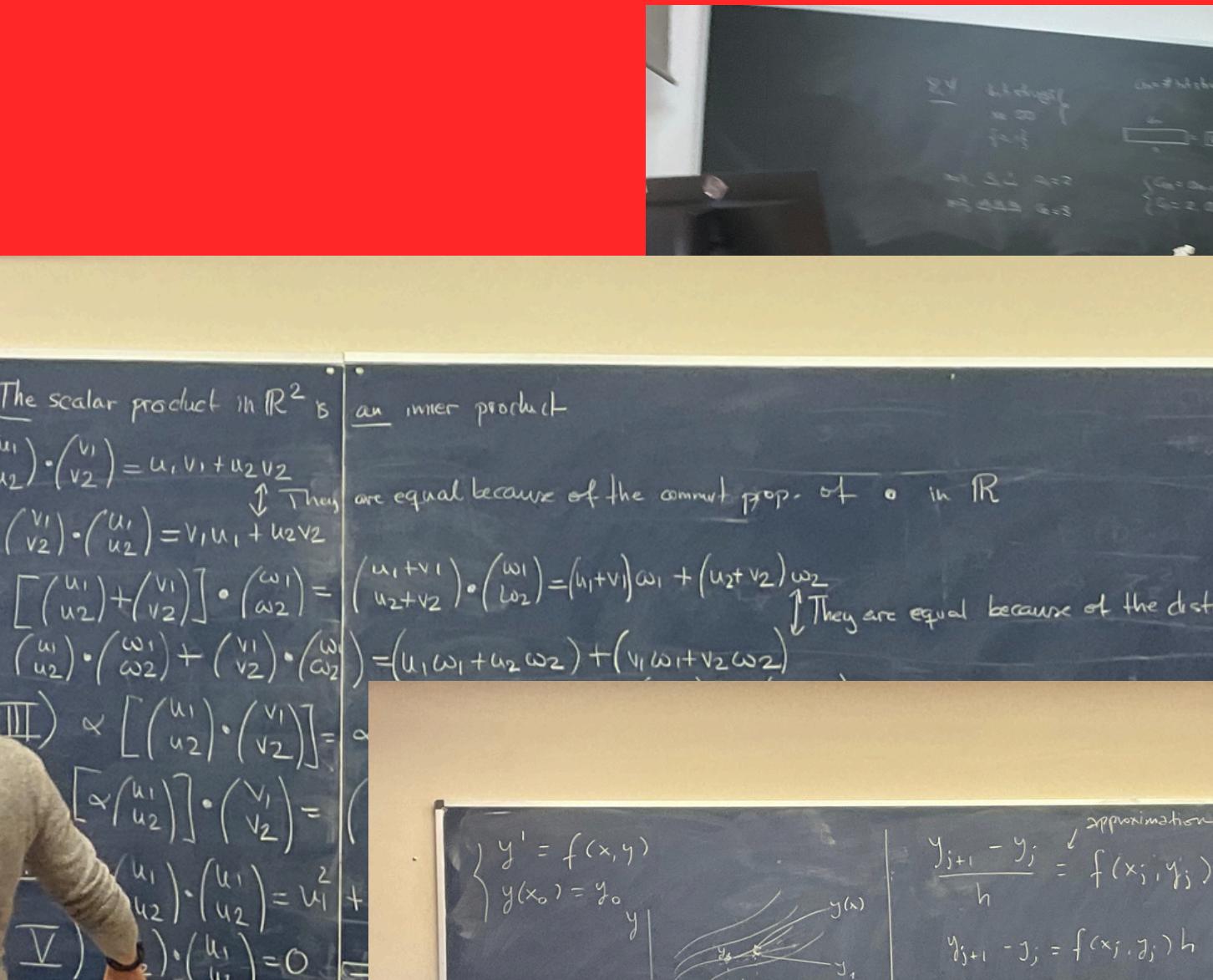


¿Quien soy?

uc3m | Universidad Carlos III de Madrid

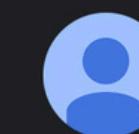


THE UC3M EXPERIENCE

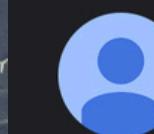


Envío de notas provisionales ➤

Recibido

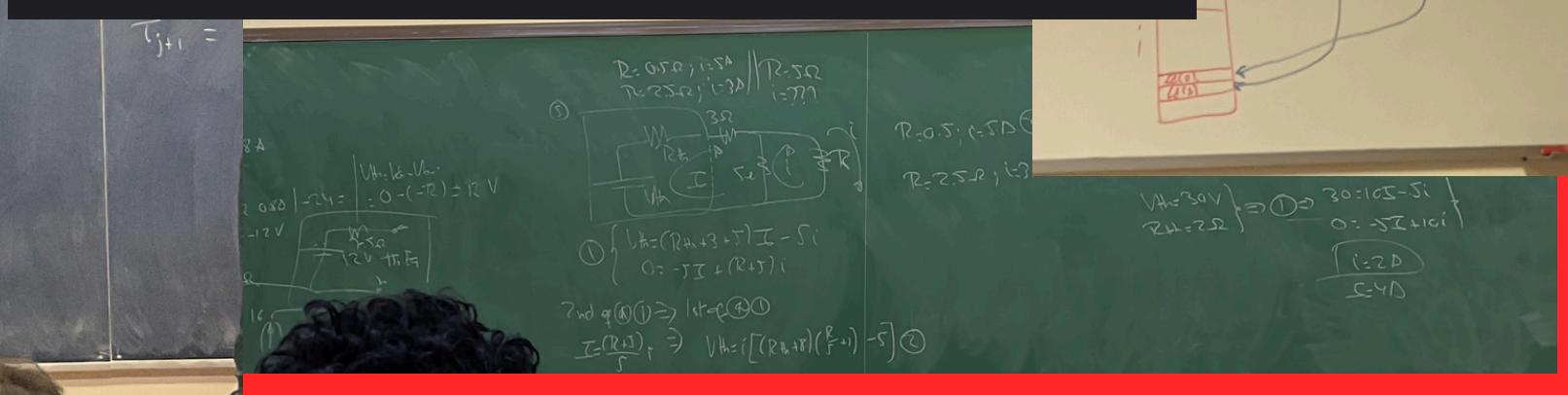


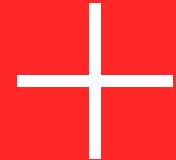
noreply 19 en
para mí ✓



A la atención de ENRIQUE ALCOCER DÍAZ,

Nueva calificación en el expediente académico:

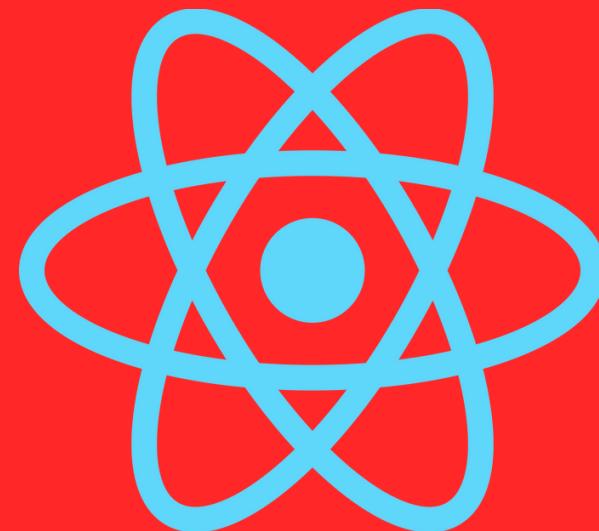
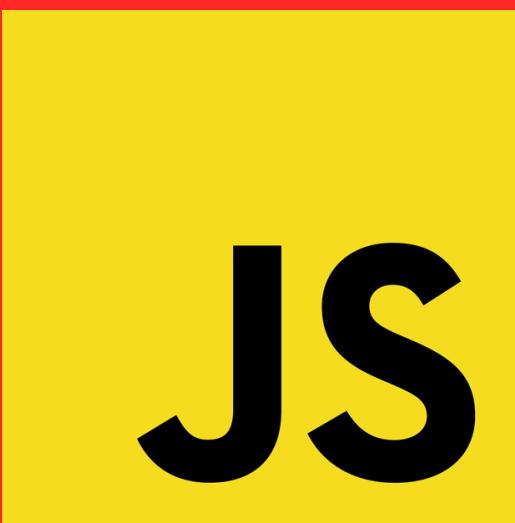




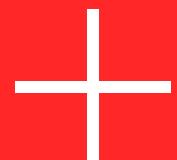
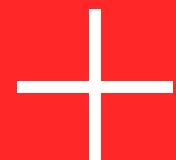
De la universidad a MilfShakes

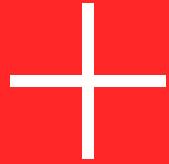


MI (POCA) EXPERIENCIA

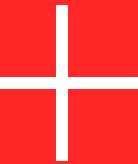
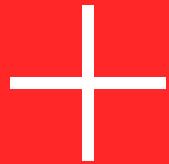
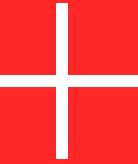


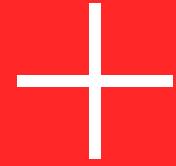
 astro





De la universidad a MilfShakes

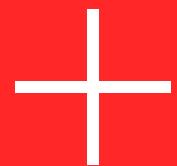
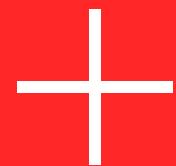


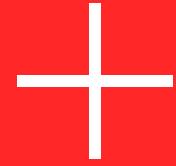


De la universidad a MilkShakes

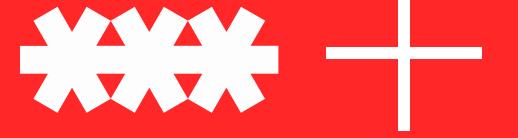


**APROVECHA LAS
OPORTUNIDADES**

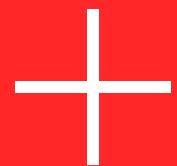
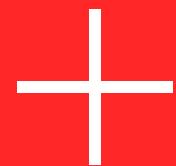


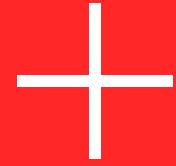


De la universidad a MilfShakes

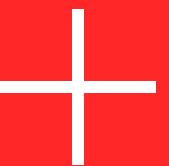
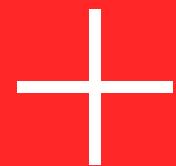


NUNCA VAS A
ESTAR PREPARADO



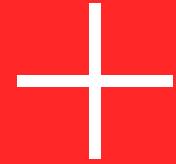


¿Que es MilfShakes?





Hacemos este video rápido porque

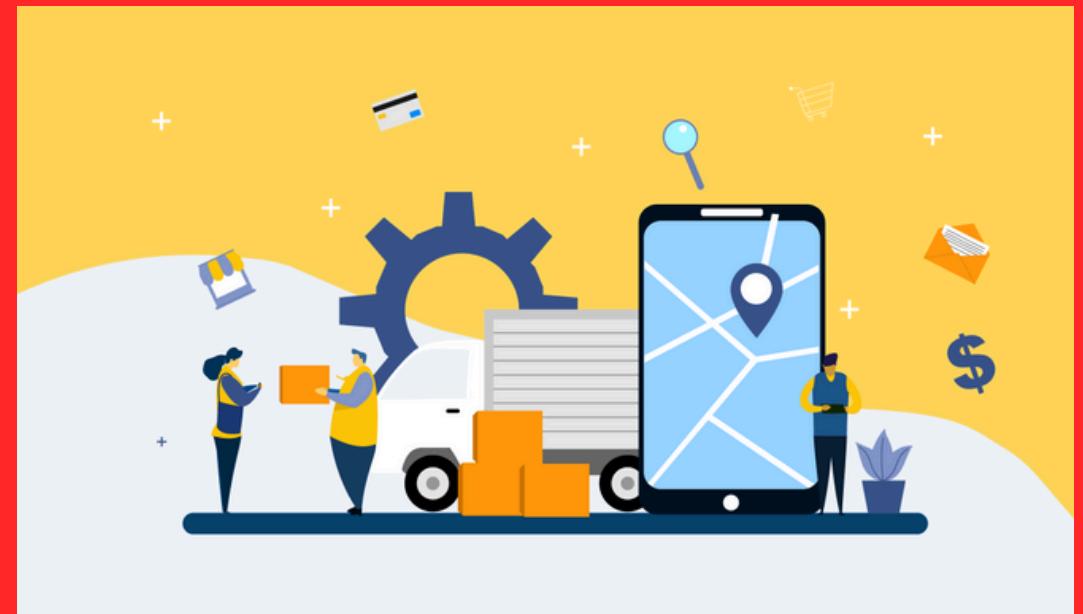


El día a día en MilfShakes



shopify

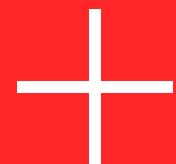
ACTUALIZACIONES EN LA TIENDA

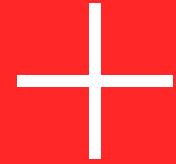


CONFIGURACIÓN LOGÍSTICA



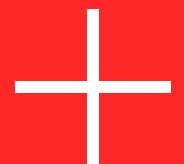
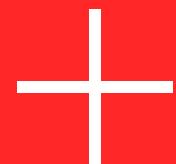
OPTIMIZACIÓN DE PROCESOS

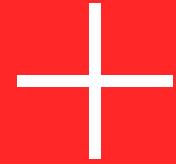




Trabajar mientras estudias, ¿cómo?

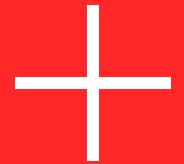
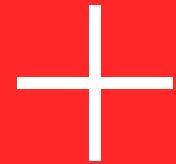
- Optimizar tu tiempo
- Tener claras tus *deadlines*
- Adaptarte al entorno

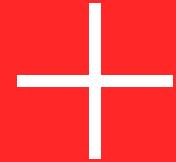




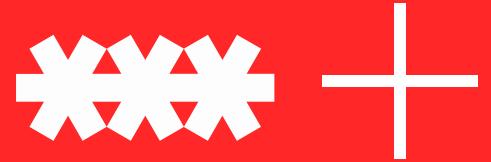
Usa la IA

...pero hazlo bien





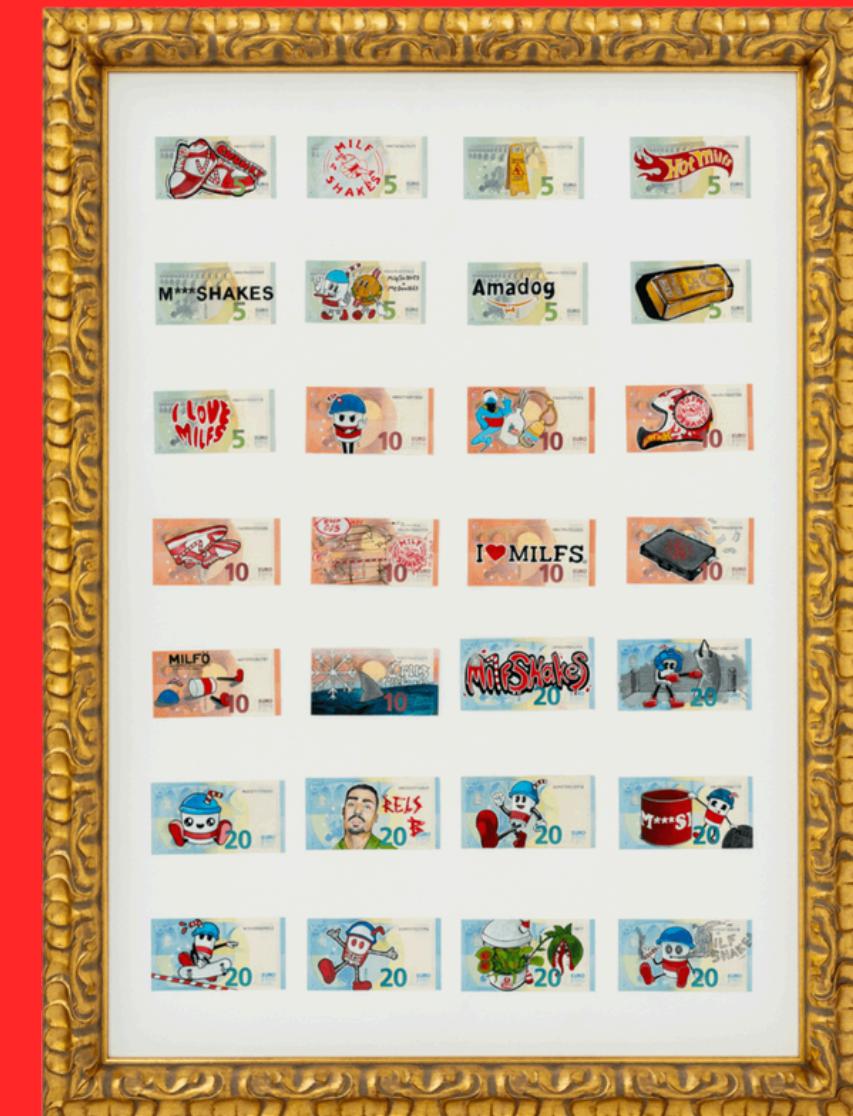
De la universidad a MilfShakes



PROYECTOS REALES



DROP 007



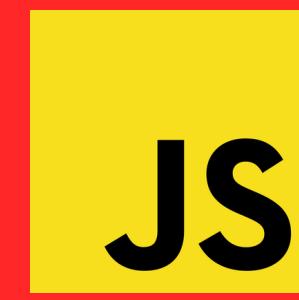
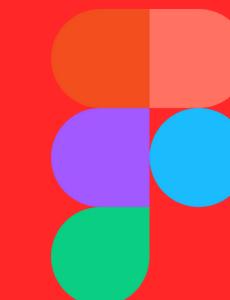
DROP 015

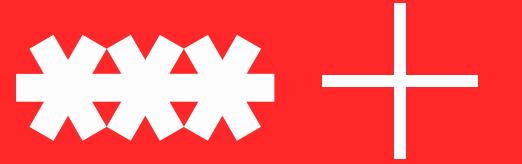
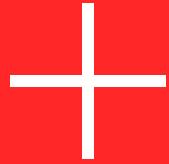


DROP 016

FASES DEL PROYECTO

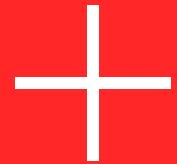
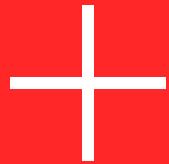
IDEA → DISEÑO → IMPLEMENTACIÓN → TEST

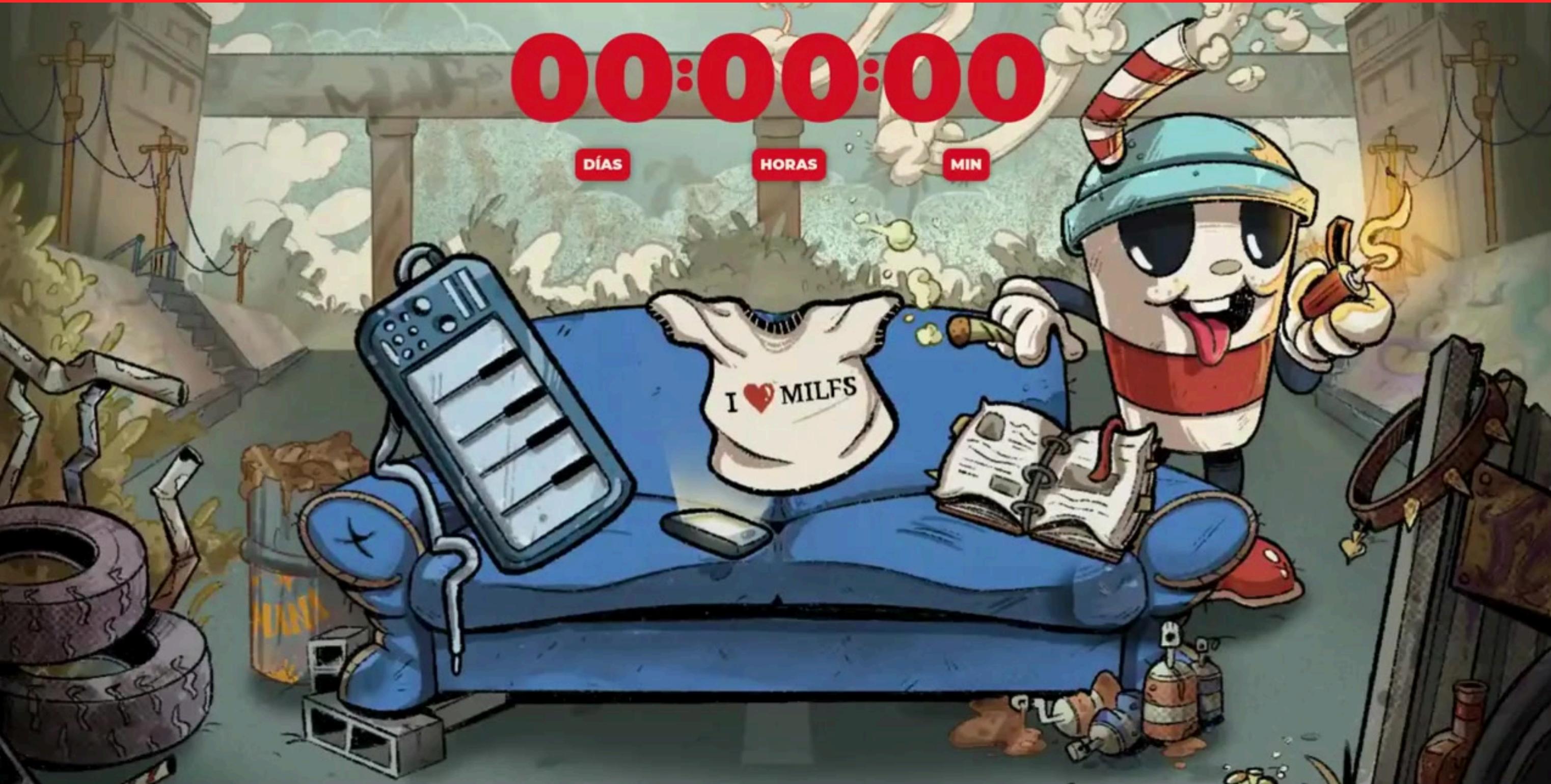


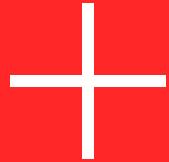


DROP 007

- Colaboración con Fernando Costa
- Presentacion del drop
- Concepto minijuego

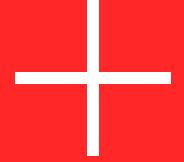
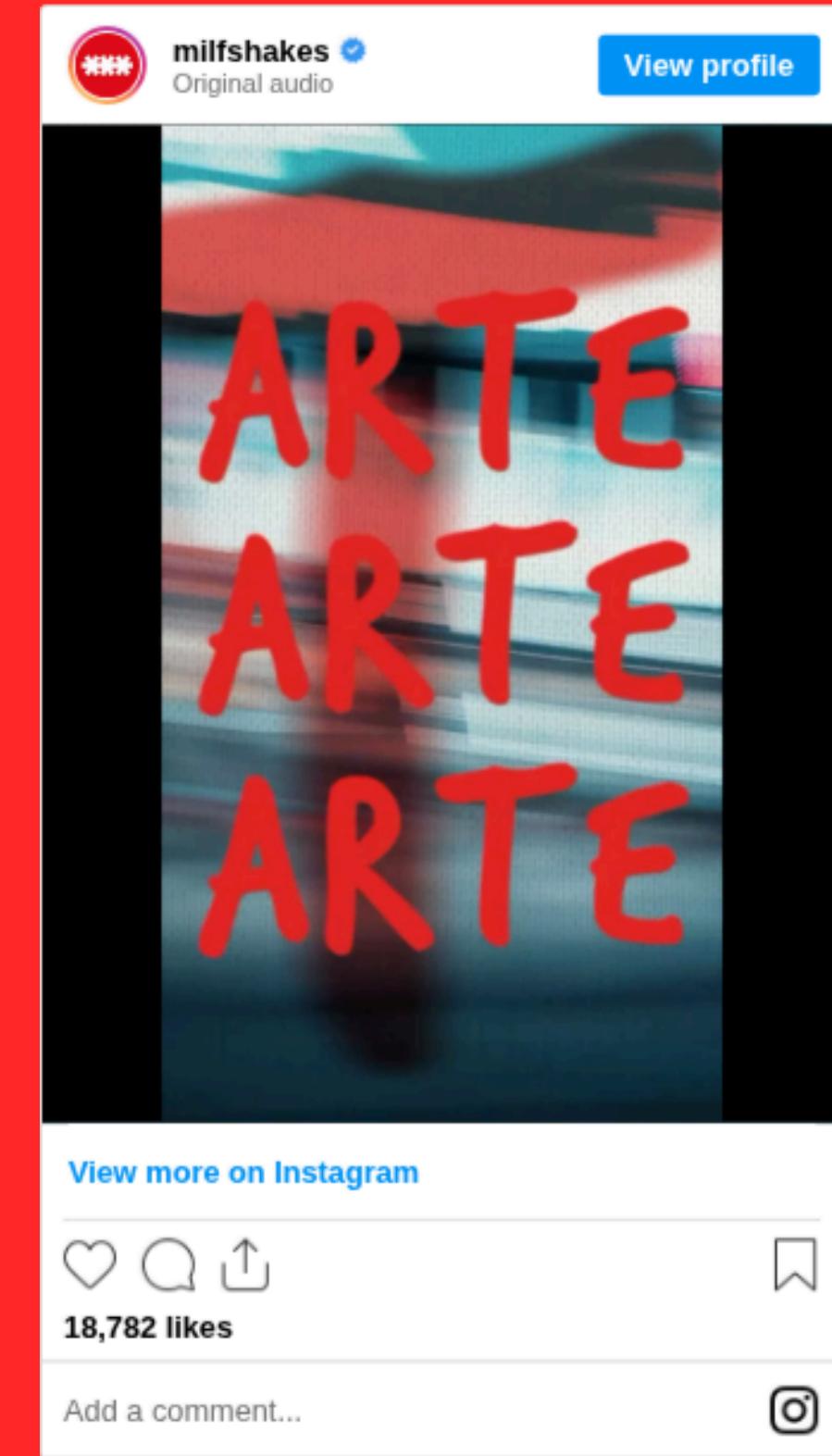


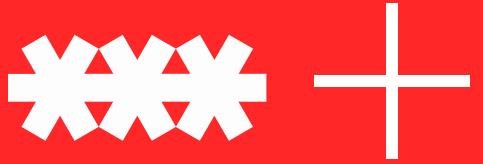
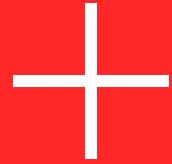




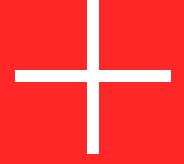
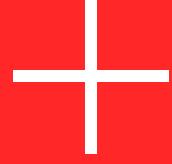
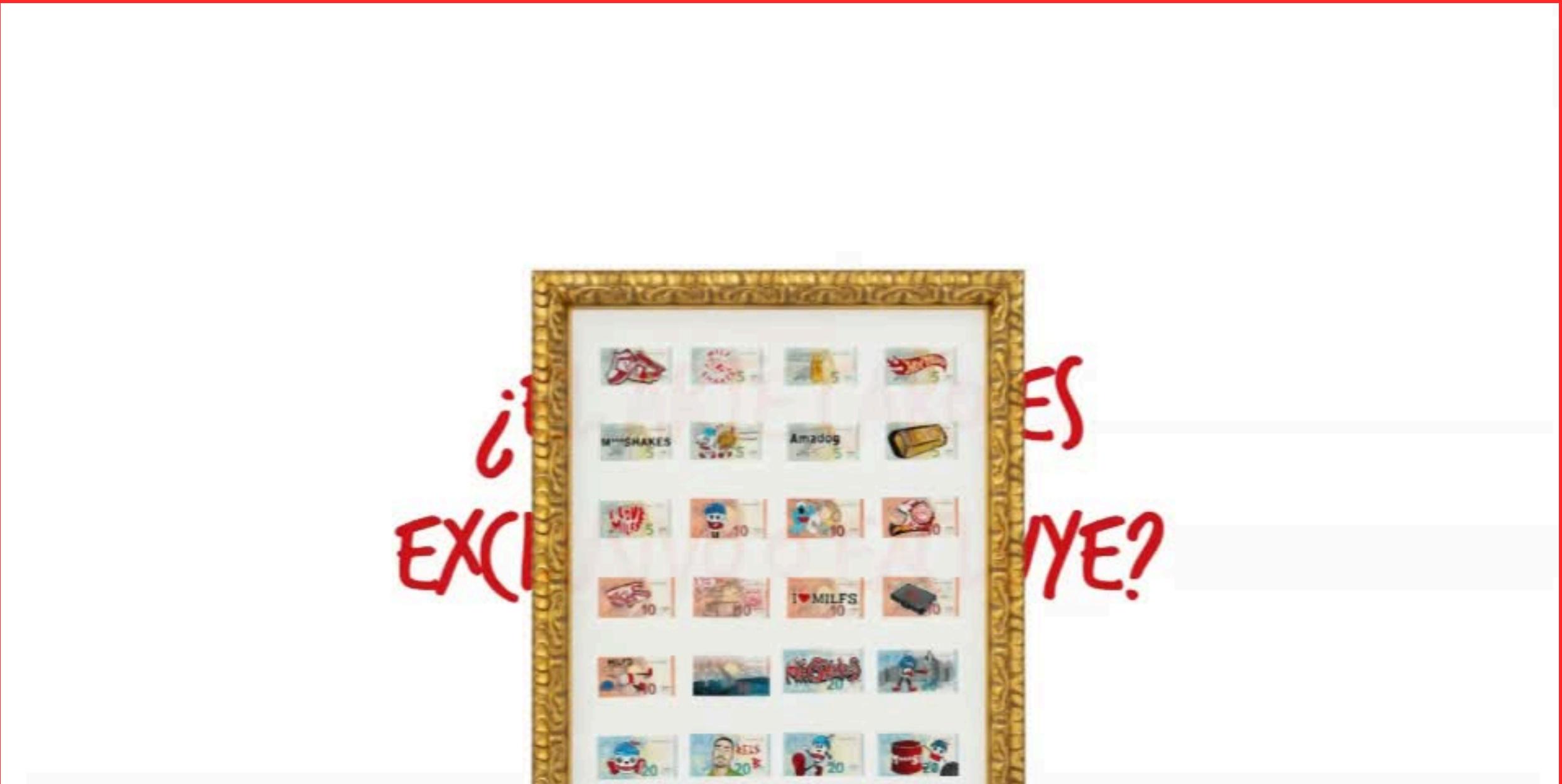
DROP 015. OBRA DE ARTE

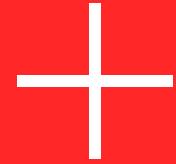
- Replicar escaparate en Gran Vía
- Explicar al cliente el producto
- Automatizar la bajada de precio constante
- Aportar sensación premium.



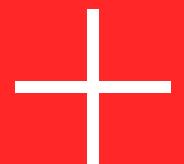
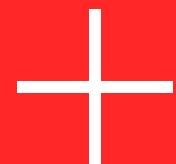
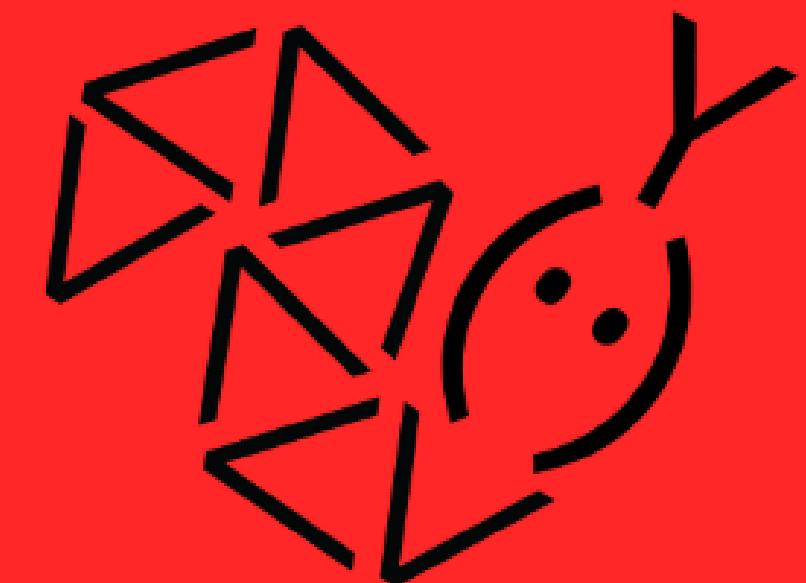
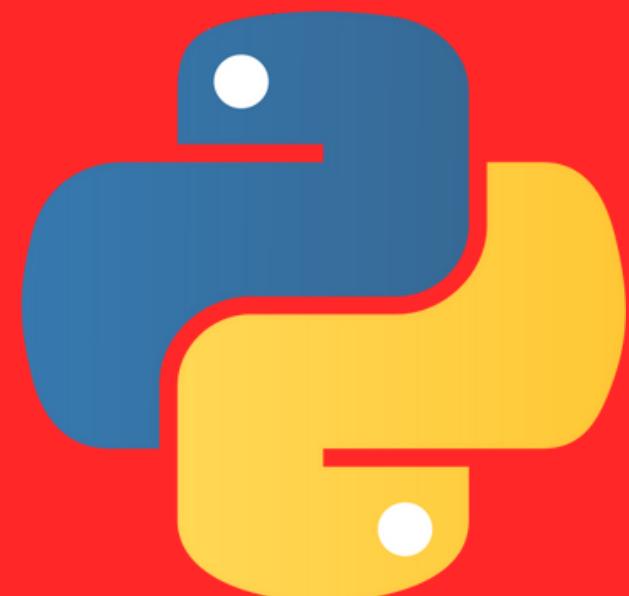


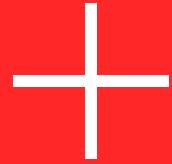
DROP 015. OBRA DE ARTE





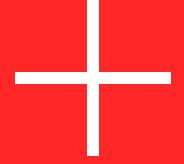
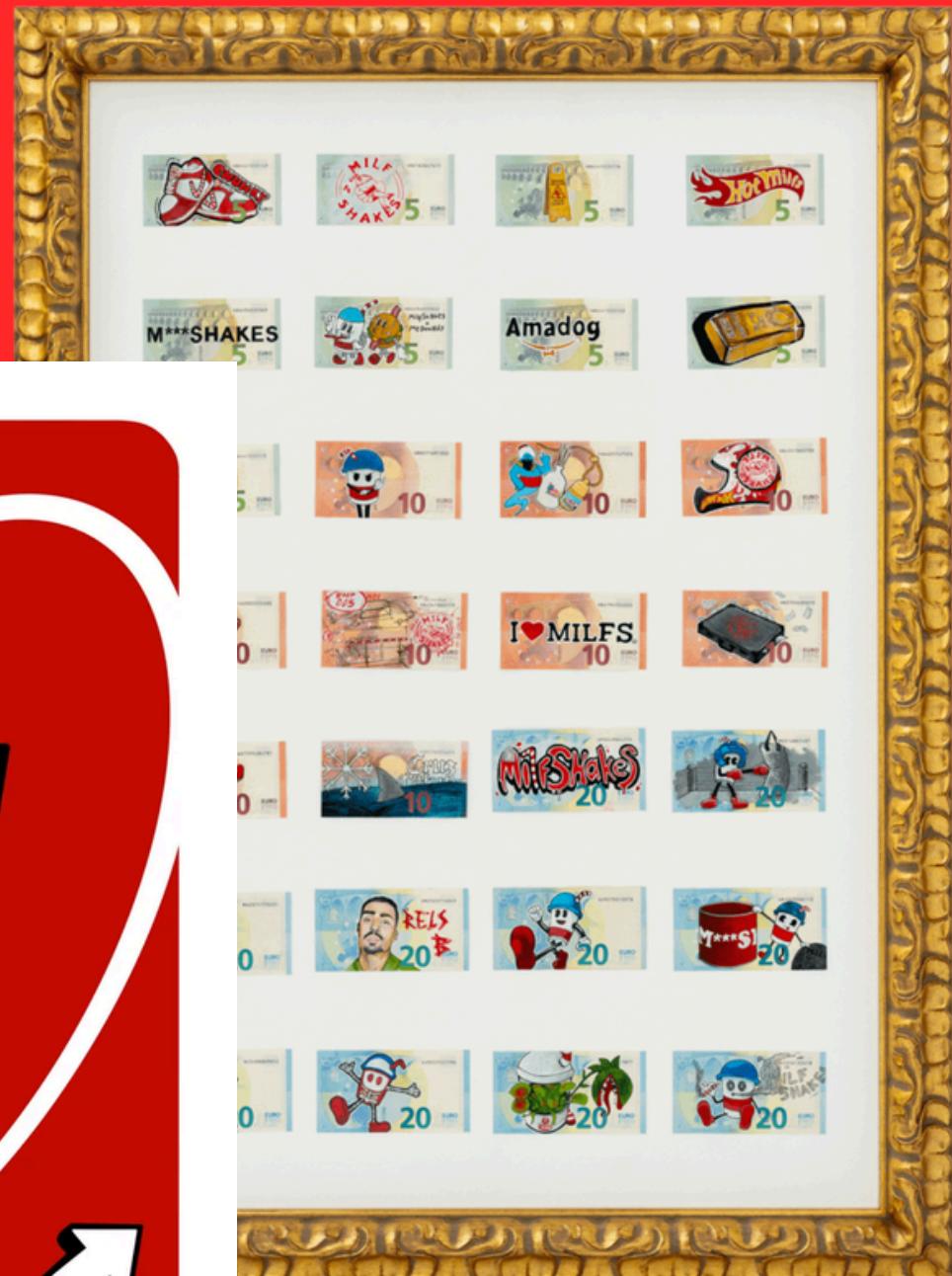
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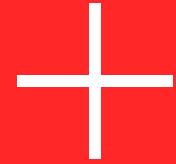




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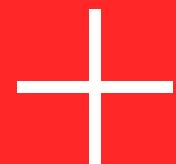
- Venta final por 11456€.
- Plot twist!



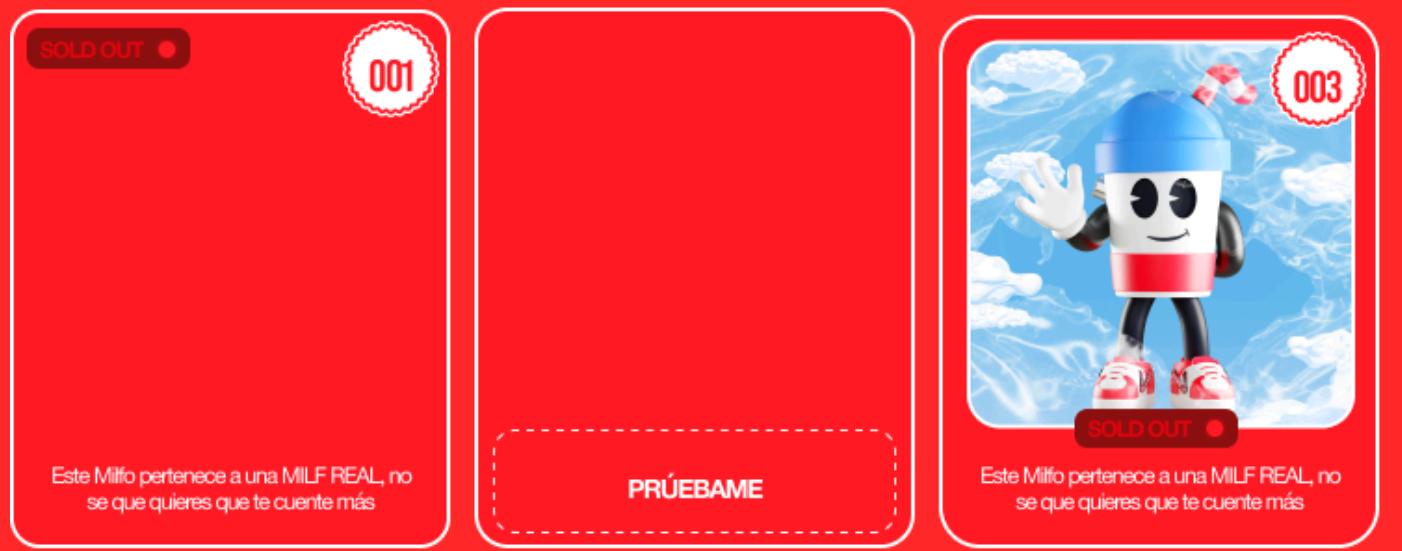


DROP 016. PSYCHO MILFO

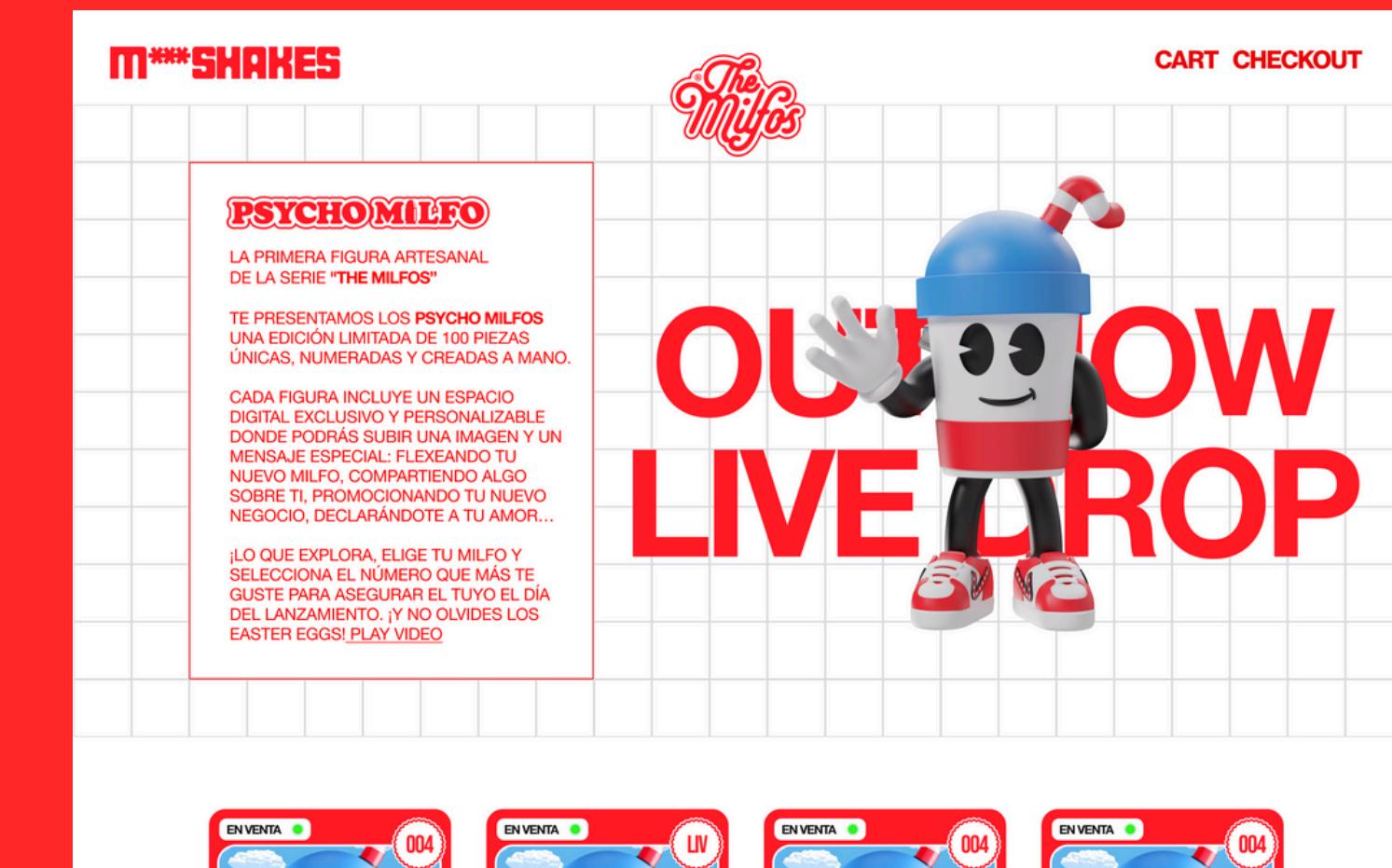
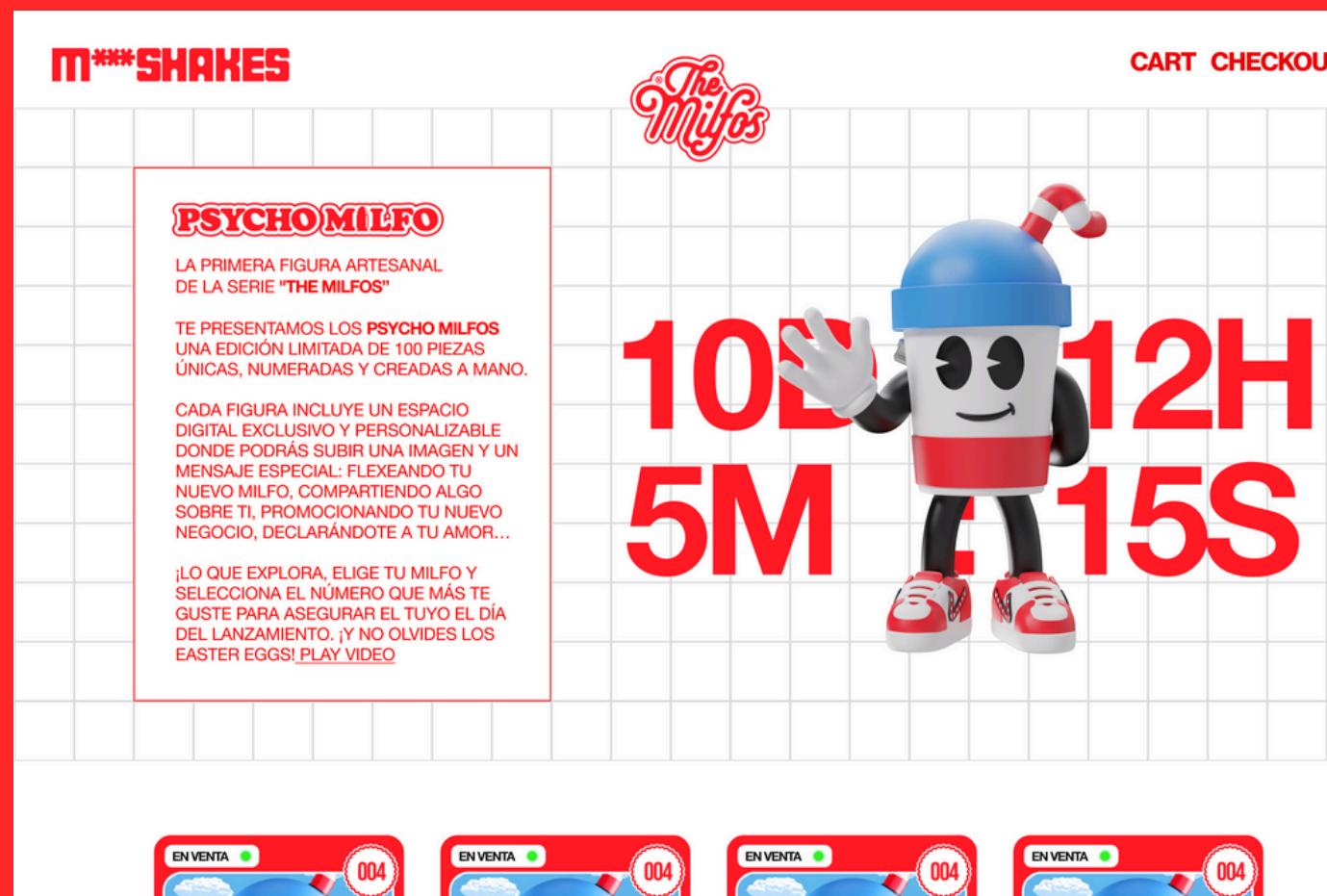
- **Venta de producto limitado y exclusivo**
- **Desarrollo de un espacio digital individual por comprador**
- **Automatización de email.**
- **Desarrollo preventa, venta, y post-venta.**

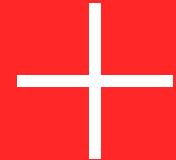


DROP 016. PSYCHO MILFO



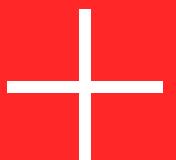
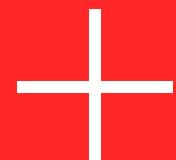
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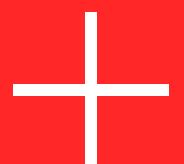




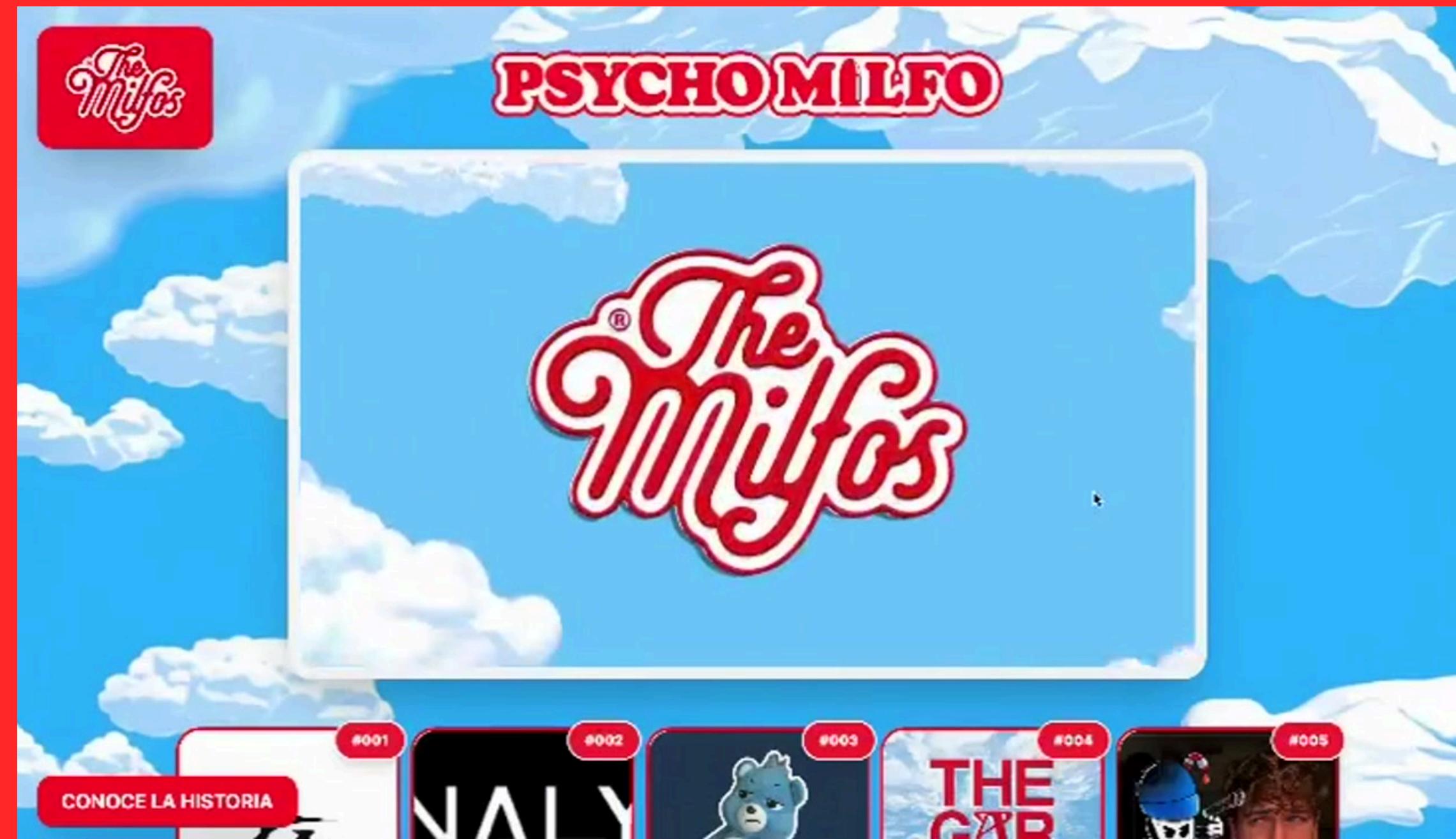
DROP 016. PSYCHO MILFO

- SOLD OUT en 5 minutos.
- Compradores con sus fotos y frases con su espacio en web.





DROP 016. PSYCHO MILFO



¿QUE ESTOY APRENDIENDO?



Threejs demo landing page for product visualization using WEBGi - By Neotix

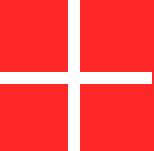
Threejs demo landing page for product visualization using WEBGi - by Neotix

 [vercel.app /](#)



¿QUE ESTOY APRENDIENDO?

The screenshot shows a dark-themed web page titled "¡Bienvenido a mi portafolio interactivo!". Below the title, there is a message: "Para comenzar, haz click en el botón de ENLAZAR para utilizar tu móvil como control remoto." A large white button labeled "ENLAZAR" is centered below the message. In the bottom left corner, there is a small inset image showing a smartphone displaying the same "ENLAZAR" button. In the bottom right corner, there is a small inset image showing a smartphone's control center screen.



m***SHAKES

GRACIAS!

enrique.alcocer1203@gmail.com

