BYRON GONZALEZ
Technical Lead – Business Analyst

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Cali, Colombia 📍

Multimedia Engineer with more than five years of experience leading technology projects in the banking and corporate sectors. Skilled at connecting business requirements with technical solutions, working closely with external vendors and cross-functional teams to deliver projects on time and with quality.

My background includes technical documentation, effort estimation, service integration (APIs, databases), QA audits, and production deployments. I have managed projects through the entire lifecycle—from planning and requirements analysis to testing and go-live—always ensuring alignment with business goals and corporate standards.

I focus on providing practical, well-documented solutions, fostering clear communication between business and technical areas, and maintaining high quality and consistency in every delivery. This mix of technical leadership and business analysis allows me to guide teams effectively while keeping projects aligned with strategic objectives.

Professional Experience

Full Stack Developer
FREELANCER   *May 2024 – Present*

- **End-to-end project management:** from UX/UI design to production deployment, including documentation and support.
- **Frontend Development:** building websites and web applications with **Angular, Vue, and TypeScript**, following usability and responsive design best practices.
- **Backend Development:** creating **APIs and microservices with Spring Boot and Node.js**, connected to **PostgreSQL and MySQL** databases.
- **Testing & QA:** running functional and integration tests, validating acceptance criteria to ensure quality before release.
- **Deployment & DevOps:** publishing projects on **Vercel, Railway, and Docker**, keeping stable development, QA, and production environments.
- **Web styling and design:** using **SCSS, Tailwind CSS, and Bootstrap** to deliver visually appealing and brand-consistent solutions.
- **Services as a Full Stack Developer:**
  - Creation of **corporate websites and landing pages** optimized for SEO.
  - Development of **custom web applications** with scalable architecture.
  - Integration of **external APIs and microservices**.
  - Implementation of **data capture forms and dashboards** for analytics.
  - Technical support, maintenance, and performance optimization.

Portfolio with code samples and demos: byrongonzalez.com.co

Technical Lead - Development Analyst
Q-VISION TECHNOLOGIES for BANCO UNION S.A., Cali, Colombia   *June 2022 – May 2024*

- Main point of contact between business teams and external vendors, helping to coordinate technical and functional tasks.
- Created and reviewed technical documentation such as architectures, integrations, and data flows.

- Helped model processes with **BPMN** to make sure business needs matched technical solutions.
- Estimated effort and supported project planning, making timelines more realistic and easier to achieve.
- Joined daily and follow-up meetings, solved technical issues, and kept track of progress with vendors.
- Participated in **User Acceptance Testing (UAT)**, checking acceptance criteria and supporting business users.
- Supported QA by running **smoke, functional, non-functional, and integration tests** to ensure quality.
- Helped in production rollouts, checking requirements were met and giving support in case of incidents.
- Worked on **ETL projects**, preparing reports for different areas of the bank.

Key Projects:
- Added new features to the bank's transactional portal, improving the customer experience.
- Migration and improvement of **core banking service integrations**, reducing errors and response times.
- Supported critical deployments in production with **no major incidents**.
- Built reporting processes with ETL that gave managers better access to information for decisions.

Web Content Analyst - QA & SEO Specialist

COLGATE - PALMOLIVE, Cali, Colombia   *March 2018 – June 2022*
- Coordinated international web projects in **AEM**, making sure global brand guidelines were followed and deadlines were met.
- Performed **QA audits** and created clear reports on site quality, using internal checklists and SEO/accessibility criteria.
- Verified **SEO practices and brand standards** on global websites, running crawl analysis and reporting issues.
- Implemented **tracking codes, tags, and data collection forms in LATAM**, improving traceability of digital campaigns.
- Supported **BEX Authors** and global agencies with crawl reports, guideline validation, and issue resolution.
- Documented processes and content workflows in **BPMN**, helping to standardize practices across regional digital projects.

Key Projects:
- Migration of **50+ Colgate websites** to AEM, ensuring SEO and accessibility compliance.
- Global standardization of **SEO and QA practices**, improving brand visibility and consistency across different markets.
- Implementation of analytics reports and data capture forms for LATAM, supporting data-driven marketing decisions.

Web Designer (Internship)

COMFENALCO VALLE DELAGENTE, Cali, Colombia   *January 2017 – June 2017*
- Updated content and improved the user experience of the corporate intranet.
- Made adjustments in **HTML and CSS** according to corporate brand guidelines.
- Assisted in **Scrum ceremonies** (daily meetings, sprint planning, and reviews).

Key Project:
- Partial redesign of the corporate intranet, improving navigation and page load times.

Technical Skills

Project Coordination and Leadership
- Managing vendors and following up on deliverables
- Agile methodologies (Scrum, Kanban)
- Planning and technical estimation
- Requirements and architecture documentation

Systems Integration and Architecture
- Scalable solution design and service orchestration

- REST API and microservice integration
- Environment handling: development, QA, production
- CI/CD: GitLab CI, Jenkins, Docker, Kubernetes

Technologies and Tools
- Angular, JavaScript, Vue 3, Tailwind CSS, Bootstrap, Java, Spring Boot
- PostgreSQL, MySQL, Oracle Database
- Postman, SoapUI, GitHub, Confluence, Jira, AEM, Figma
- Screaming Frog SEO Spider, Google Analytics & Google Tag Manager

Certifications & Additional Training

Agile and Project Management
- Scrum Master Professional Certificate – CertiProf, 2022
- Scrum Foundation Professional Certificate – CertiProf, 2022
- BPMN 2.0 Business Process Modelling for Business Analysts - Udemy, 2025

Software Quality and Development
- Frontend development with Angular and backend Spring Boot 3, RESTFul, JPA, Spring Security JWT, Redux - Udemy, 2025
- Software Architecture & Design of Modern Large Scale Systems - Udemy, 2025
- Web Development and Digital Content – Udemy, 2018

Language Proficiency
- EF SET English Certificate – EF Education First, 2025 (C1 Level – Common European Framework of Reference)

Education

San Buenaventura University – Cali, Colombia
- Multimedia Engineering (2012–2018)
- Diploma in Multimedia Project Design and Construction (2017)

Languages

1. Spanish (Native)
2. English (C1 – Advanced)