



# Antonio Osuna

## Digital Business Engineer

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📁 [Portfolio](#)

I specialize in building shared understanding between groups of business owners and tech leads by analyzing business needs, identifying gaps in requirement designs, and proposing researched solutions that are eventually materialized into new features or replicas.

View my work [here!](#)

### EDUCATION

2016 - 2020

**Anáhuac Mayab University**

**Bachelor's Degree in Digital Business & Software Engineering**

Mérida, MX

President of the Engineering Faculty.

Voluntary work: COO, Project Manager, Web Developer.

### LANGUAGES

English  Bilingual or Proficient (C2)

Spanish  Native

French  Strongest: Reading

### SKILLS

- Agile, SCRUM, SDLC
- Project Management, Change Management
- Digital Ecosystem Mapping, BPM, UI/UX
- Sales and Customer Success
- Continuous Improvement
- Business Analysis, Epics & User Stories

### TECH STACK

- Microsoft O365 & Google Workspace (G Suite)
- Notion, Monday, Zendesk, Jira, Confluence
- Figma, Miro, Visio, Draw.io
- GenAI, Robotic Process Automation (RPA)
- Database Design and API Design
- Python and SQL (basic), Appsheet

## Profile Summary

Please view next page for detailed roles & experience.

### Top 4 Types of Roles and Years of Experience

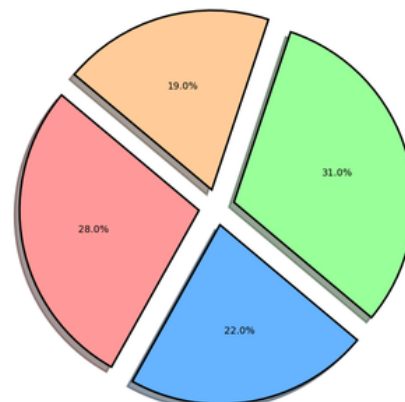
- |   |          |
|---|----------|
| 1. Digital Architect & Business Analyst | 4+ years |
| 2. Customer Service & Coordination      | 1+ year  |
| 3. Sales & Travel Consulting            | 7 months |
| 4. Web Development & Digital Marketing  | 1+ year  |

### Certifications & Achievements

Click [here](#) to view certificates & badges.

- 🟠 Technical Knowledge & Development
- 🟢 Business Process Automation & Customer Journey Mapping
- 🟡 Artificial Intelligence & Generative AI
- 🔴 Project Management & Leadership

### CERTIFICATIONS EFFORT DISTRIBUTION



09/2024 -  
TODAY

HCL Tech -  
Client: Cemex

Monterrey, MX  
(Hybrid)

Senior Technical Lead - Business Analyst  
IT Services & Consulting -  
Construction Materials

- Working closely with teams in diverse areas to understand our users and customers, helping to define whether we are on the right course to **build the right thing**: Customer Experience, Product Management, Deployment, and Software Development.
- Writing comprehensive **epics and user stories** to document our value delivery for the ages to come.
- Finding the right people to interview and then **interviewing** them **to gather** as many productive and **valuable insights** as possible.
- Generating **rapport** with my colleagues and many other **stakeholders** who are not necessarily a couple of desks away.

02/2024 -  
08/2024

Vacation  
Club Sales

Cancun, MX  
(On-Site)

Travel Sales Consultant  
Tourism, Travel & Hospitality

- Conducted deep **discovery** sessions with potential new members by swiftly establishing rapport and building trust.
- **Presented** the **company and product** using a targeted sales methodology rooted in persuasion.
- Aligned benefits specifically with the **customer's** needs, leveraging their **dominant buying motives**.
- Thrived in a fast-paced, high-pressure environment requiring **extensive research** and industry expertise.

11/2021 -  
11/2023

Red de  
Colegios  
Semper Altius  
& Prepa  
Anáhuac

Mexico City, MX  
(Remote)

Digital Architect  
Education Services

- Strategic Ecosystem Analysis: Conducted thorough analyses of the digital ecosystem, identifying opportunities for improvement that aligned with the strategic goals of the Board of Directors, resulting in significant resource savings.
- Project Leadership: Managed multiple projects simultaneously, including leading 3 software development initiatives that positively impacted customers and collaborators in 70 offices across Mexico.
- Cross-Departmental Collaboration: Served as the primary liaison between technical teams and business owners, ensuring smooth communication and alignment across departments.

- Client Engagement: Maintained strong, continuous communication with clients throughout the design process, ensuring their vision was reflected in the final product.
- Process Optimization: Developed and implemented new processes to improve efficiency, including training hundreds of users and building scalable solutions that contributed to client retention and operational success.
- IT Training and Protocol Development: Played a key role in client retention strategies by training staff across various IT and management roles, and by creating protocols to facilitate system information usage.
- Microsoft Office 365 Committee Representation: Represented the Network on the national Microsoft Office 365 Committee, contributing to the organization's digital strategy.

09/2020 -  
11/2021

Harbar LLC

Canton,  
Massachusetts,  
USA (Remote)

Customer Service Coordinator  
Food Manufacturing

- Process Improvement & Documentation: Analyzed and documented operations across Production, Accounting, and Sales, leading to the creation of sales protocols for major clients like WalMart, improving order processing speed and efficiency.
- Systems Management & Optimization: Managed EDI, ERP, and CRM platforms, streamlining communication and operations for over 110 accounts, including high-profile clients like Trader Joe's and the United States Government.
- Financial Operations: Spearheaded the first on-time financial monthly closing in company history and ensured timely and accurate invoice issuance.
- Customer Service Excellence: Delivered top-tier customer service, expertly handling \$40M USD in orders while resolving issues promptly and maintaining detailed records to identify trends and opportunities for further improvement.

07/2019 - 07/2020

Project Business Analyst  
Seafood Industry

Caiman Products

Yucatan Peninsula, MX (Hybrid)

- Integrated System Development: Led the creation of a new integrated system crucial for the company's business intelligence strategy, including database design, product development, and real-data testing before organization-wide launch.
- Process Optimization & Efficiency Gains: Implemented the system to streamline inventory management, reducing the need for multiple Excel documents and lowering manual reporting by 15%. Achieved over 20 hours per week in time savings for Production and Sales departments, and decreased physical server requirements by 35% through cloud-based solutions. Improved same-day shipping processes by enhancing system efficiency.
- Resource Allocation & Productivity: Optimized team resource allocation by assessing strengths and skillsets, which enhanced overall productivity and streamlined project execution, including managing raw material inventory more effectively.
- Risk Management & Process Improvement: Conducted risk assessments to mitigate potential issues, ensuring adherence to project timelines and budgets while implementing process improvements that increased team efficiency.