Daniel Alba

Full professional career

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Over twenty years of experience spanning custom software development, Data & BI project management (eight years at FC Barcelona via atSistemas), and current technical leadership at evoluxia building AWS cloud platforms and AI solutions in R&D (I+D) and production. Also includes earlier-stage technologies that form part of the overall career path.

PROFESSIONAL EXPERIENCE

Tech Lead - evoluxia

April 2022 - Present | Sant Cugat del Vallès

The initial challenge at evoluxia was building the Cornerstone customization and integration platform on AWS from scratch and evolving it into Java and Maven microservices, event-driven architecture, and full Next.js and Amplify applications, both integrated with Cornerstone and standalone. The current role covers leading the development area: defining architecture and standards (SOLID), prioritizing with the team, testing strategy, and working directly in the code on applications and AI solutions.

- Design and development of SaaS products and B2B/B2E portals using Next.js, React, TypeScript, Tailwind CSS, and Java microservices with Maven.
- Distributed microservices architecture and event-driven workflows on AWS serverless (Lambda, API Gateway, S3, DynamoDB, Secrets Manager, Aurora PostgreSQL/RDS, Textract, Bedrock, and CDK), with deployments on Vercel and AWS.
- Definition of architecture standards, design patterns, and SOLID principles, shared Java libraries, and unit, API, and user acceptance testing (UAT).
- Development of well-crafted HR Tech solutions: curriculum evaluation, merit scoring, onboarding, training, document automation, and operational portals.
- Integration with Cornerstone, Microsoft SSO, Jira, InfoJobs, Sesame, Twilio/WhatsApp, Stripe, ERP/CRM, and REST APIs.
- Integration of generative AI and OCR into real business workflows using Bedrock, Gemini/Vertex AI, OpenAI, Textract/Document AI, NotebookLM, and MCP servers.
- Design of asynchronous jobs, ETL pipelines, Excel/PDF imports, validations, synchronizations, and data models for business-critical systems.
- Deployment coordination, secrets management, DEV/PRO environments, automation scripts, and cloud operations.
- Translation of business needs into clear technical solutions: analysis, architecture, implementation, and continuous product evolution.
- Coordination of engineering teams and management of scope, planning, and deliveries using sprints and Kanban tailored to each project.
- Definition of distributed Java (Maven) microservices architecture and event-driven workflows on AWS, applying design patterns, SOLID principles, and unit, API, and user acceptance testing (UAT).
- Conception and development of the core product for an R&D (I+D) AI agents platform, with pilots presented to clients and internal UAT per use case, plus a client document comparator in production.

DW-BI Project Manager (Data Warehouse and Business Intelligence) - atSistemas

May 2014 - April 2022 | Barcelona

Leadership of data and BI projects with Qlik, PowerCenter, and Oracle ADF. Eight years as Data Project Manager at atSistemas, with the position carried out entirely at FC Barcelona.

- COR: technical management of the club's sports and medical management system.
- FCBme: project management of the mobility app for players and coaching staff.
- Corporate data warehouse: leadership of the unified platform for sports, commercial, and HR data.
- Definition of the data warehouse model and ETL processes feeding the analytical layer.
- Development of commercial and departmental dashboards (sports, medical, and HR) in Qlik Sense and QlikView.
- Qlik Sense administration and definition of Qlik development standards.
- Definition of data quality policies agreed and validated with internal departments.
- Project recognized with the Mejor Data Intelligence 2020 award (CIONET).
- Coordination of technical teams and discovery sessions across departments to identify data silos and sources.
- Direct reporting to the IT Director of Data, with autonomy in decision-making and user acceptance testing (UAT) with key users. Project recognized with the CIONET Mejor Data Intelligence 2020 award.

Lecturer - Master in Big Data and Analytics - OBS Business School

January 2020 - September 2021 | Spain

Teaching the Data Governance module in the Master in Big Data and Analytics.

- Instruction on data governance, data quality, and practical methodology for analytics professionals.

Project Manager - Serhs Tourism

August 2008 - February 2014 | Pineda de Mar

Full-cycle management of the hotel wholesaler platform: from hotel contracting and inventory loading to XML distribution of bookings and travel packages.

- 2008-2011: analysis and development of the wholesaler management portal in Oracle ADF and J2EE with dynamic forms.
- 2011-2014: project management, frontend team coordination, and systems architecture definition.
- Internal travel wholesaler operations and online hotel booking distribution.

.NET / ABAP Analyst Programmer - Excelium

2006 - 2008 | Spain

ABAP development for SAP projects and coordination of .NET developments at client sites.

- ABAP programming and functional training support for SAP implementations.
- Management of .NET (ASP.NET / C#) developments for consulting deliveries at client companies.
- Team coordination.
- End-to-end project lifecycle management.
- Warehouse management systems.

Operations Consultant / Analyst Programmer - CIRSA

2003 - 2006 | Terrassa

Internal corporate software development and operational rollouts across group casinos.

- Application development for group companies and tracking of third-party rollouts.
- Rollout and training for the GIC casino management system, including cage and slot machine operational support.
- Casino cage operations (24-hour and fixed shifts).
- Slot machine accounting and reconciliation.
- Analysis and rollout of jackpot systems.
- Floor incident management and resolution.

Analyst Programmer - S2 Servicios Informáticos

September 1999 - June 2003 | Spain

Custom software development for end clients, working in coordination with account project managers.

- Development of business management applications using Visual Basic, Delphi, ASP, and DNA / COM+ architecture.
- Delphi component development and database integration across SQL Server, Oracle, Informix, Interbase, Paradox, and AS/400.

Systems Support - ABB

February 1998 - June 1998 | Sant Quirze del Vallès

Technical user support, network administration, and backup management.

- User support, equipment installation, hardware repair, network administration, and server backup management.

Programmer - Binsa

January 1997 - December 1997 | Spain

Development of business and production management applications, functional analysis, and user support.

- Visual Basic development, Crystal Reports generation, and on-site client installation.

FEATURED PROJECTS

Cornerstone customization and integration platform

Present

Platform conceived and built from scratch at evoluxia to customize and integrate Cornerstone on AWS. Started by solving JavaScript adaptations and batch integrations and evolved into a Java and Maven microservices architecture, event-driven workflows, and full Next.js and Amplify applications.

Cornerstone customization via JavaScript managed through Google Tag Manager.

Cornerstone as the employee master data source (golden record), with batch and event-driven pipelines distributing changes to payroll and downstream systems.

Distributed AWS architecture with Java (Maven) microservices, Lambda, and REST APIs, extended with custom pages and Next.js applications on Amplify.

Technical foundation that expanded evoluxia's value proposition as a Cornerstone partner and enabled standalone proprietary products.

Corporate data warehouse and analytics dashboards

Project delivered at atSistemas for FC Barcelona | Professional stage 2014-2022

Project leadership for the corporate data warehouse and analytics platform at a top-tier sports club: unifying sports, commercial, and HR data to serve every department.

Definition of the data warehouse model and associated ETL pipelines.

Development of commercial and departmental dashboards (sports, medical, and HR) in Qlik Sense and QlikView.

Definition of Qlik development standards and data quality policies agreed with business teams.

Technical coordination of sports, medical, and mobility management systems connected to the data layer.

Project recognized with the CIONET Mejor Data Intelligence 2020 award.

Commercial dashboard and seat availability forecasting

Project delivered at atSistemas for FC Barcelona | Professional stage 2014-2022

Commercial dashboard built from scratch for a top-tier sports club, unifying sales tracking and availability forecasting for seats released by season-ticket members.

Replacement of spreadsheet-based commercial tracking with a unified dashboard.

Integration of ticket sales and seat availability forecasting.

Curriculum management, merit scoring, and AI validation

Present

Conception and development of the complete application from scratch for a client project: combining curriculum management, supporting documents, calls, scoring rubrics, and rankings, using AI to speed up documentary review.

Configurable CV model by sections, fields, and profiles, with merits and attached documents.

Call management, configurable scoring rubrics, calculation runs, and ranking queries.

CVN format import and integration with enterprise HR systems.

AI documentary check with configurable prompt and critical fields: similarity percentage as review support rather than a merit score, with final human validation.

AI document and label comparator

Present

Solution built from scratch from a real client need to compare product labels and technical sheets using OCR and AI, currently running in production.

Document comparison with structured field-by-field difference detection.

Audit history and human review before approving changes.

Enterprise AI agents platform

Present

Conception and development of the complete core product within evoluxia's R&D (I+D), with pilots already presented to clients and designed to evolve as a commercial product.

Customization through skills and direct connection to enterprise systems.

Interactive and background agents executed on schedule or triggered by events.

Definition of goals and expected behavior per use case, validated through internal UAT.

Personal training and health assistant

Present

Personal product conceived and built end to end: iPhone and Apple Watch sync, workout analysis, goals, and daily AI tracking. Public demo available with anonymized real data.

Next.js web application featuring training load trends, session details, and weekly planning.

Native iOS app connected to HealthKit with cloud data synchronization.

Open anonymous demo environment to explore real workouts without registration.

Careful visual design and consistent experience across mobile and desktop.

OTHER PROJECTS

Central kitchen and menu operations

Present

Custom application for daily dietetics and kitchen operations: dish catalog, menu planning, operational tasks, and business master data in a single tool.

Menu planner with templates, fast editing, and calorie, cost, and allergen controls.

Dish catalog and recipe cards tailored to kitchen and dietetics teams.

Daily menu and task board alongside client, supplier, diet, and segment management.

Direct Excel and PDF export for operational handoffs across teams.

Performance evaluations and development reports

Present

Application for managing performance reviews and generating development reports: role-person fit, assessment results, org chart, and individual development plans (IDP) ready in PDF for HR.

Comparative role-person fit views and 360-degree evaluations.

Integration of assessment results (profiles and competencies) in a unified record.

Org chart mapping, functional mobility, and integrated individual development plans (IDP).

Full PDF report generation for HR and team leads.

Subsidized corporate training management

Present

End-to-end platform for managing subsidized training: courses, groups, official XML communications, attendance, certificates, auditing, and credit tracking by profile.

Course and group management with XML file exchange for the official public platform.

Attendance tracking, certificate issuance, and questionnaires with external trainer access.

Available credit tracking, operational alerts, and audit traceability.

Corporate SSO access and multilingual support.

TOOLS AND TECHNOLOGIES

AI in production: AWS Bedrock (Converse, Agents, KB), OCR Textract / Document AI, RAG / embeddings, MCP servers, OpenAI / ChatGPT (integration), Gemini / Vertex AI, NotebookLM (workflow)
Engineering & cloud operations: Next.js / React / TypeScript, Java / Maven, Microservices & Event-Driven Architecture, AWS Lambda + API Gateway, Aurora PostgreSQL, DynamoDB, Unit, API & UAT Testing, CDK, Vercel, OAuth / SSO
Technical leadership: Technical direction & active development in code, Architecture, design patterns & SOLID, Team mentoring & coaching, End-to-end product delivery, HR / ERP / SaaS integrations
Earlier career: Qlik Sense / QlikView, ETL / PowerCenter, Data Governance (teaching), Oracle ADF / J2EE, ASP.NET / C#, SAP ABAP, Delphi / Visual Basic

EDUCATION

Higher VET Diploma (CFGS) in Business IT (Specialist Technician · FP II)

CE Vidal i Barraquer | 1996 - 1999

Additional training

ThePower Business School, SAP All in One

LANGUAGES

Spanish: Native | Catalan: Native | English: Conversational, working proficiency.