**TOOLS**

Microsoft Office

SharePoint

MadCap Flare

RoboHelp

HCM

ERP

Adobe XD

Miro

Git

Jira

Asana

InVision

Figma

**PROCESSES**

Strategic Planning

SWOT Analysis

Business Management

HR Recruitment

HR Training

HR Performance

C-level Reporting

Biz. Unit Manager

Agile/ Scrum

Lean Kanban

Knowledge Management

Technical Writing

Localization

Translation

User Interviews

A/B Testing

Sprint Planning

UX Writing

Moderated Testing

Speaker

**LUCIANA ALVEAR**

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[Portfolio Luciana Alvear | TECHKNOWBOT](https://techknowbot.com/portfolio-luciana-alvear-1)

**WELLS FARGO BANK**

Craft content for online banking applications, mobile, and websites.

Partner and collaborate with Interaction Design, UX Designers, Accessibility (A11Y) Coaches, and Producers to provide outstanding customer experiences.



**PNC BANK**

UX Writer

*Feb. 2021 – Oct.2021*

* Lead content creation for UI in collaboration with Designers.
* Craft content artifacts within the user interface.
* Define the participation of the UX Writer within the design process.

**CHATBOT DEVELOPMENT**

CEO | TECHKNOWBOT

*Jul. 2019 - Present*

* Chatbot development with IBM Watson.
* Knowledge base integration with Chatbots.

Case Study – *Brazil’s Leading Payroll Processing Provider, Senior Sistemas, Cuts Time Spent on Client Support by 2,400 Hours in Six Months via Integration of* ***IBM Watson Assistant-Based Chatbot*** *and MadCap Flare*

<https://www.madcapsoftware.com/case-study/senior-sistemas-uses-madcap-flare.aspx>

Business Development and Sales Channel for MadCap Software Inc.

Localization and Translation project development for MasterWord.

* Senior Technical Writer – Technical Documentation for TalentGuard’s Role Management solution applying ***IBM Watson Talent Frameworks***.

**UI DESIGN & UX WRITER**

UX WRITER / SENIOR TECHNICAL WRITER | TALENTGUARD *Dec. 2019- Jun.2020*

Translate business needs, based on requirements from stakeholders into UX/UI copy, perform content audit of current artifacts, to update and modernize in-product technical content.

* Design in-product technical content aligned with User Experience.

**KNOWLEDGE MANAGER**

SENIOR SISTEMAS | BRAZIL *Feb. 2013 – Jan. 2019*

* 10+ years of experience with technical documentation – LEAN/AGILE.
* 5+ years of experience as team leader, managing bilingual technical writers, UX writers, and translators.

* 5+ years of experience as HCM leader in one of the 20 Top IT Great Place to Work® in Brazil. As a leader of the Directory of People & Organization, I worked developing HR strategic roadmap towards achieving GPTW® recognition by our employees.
* Winner of the “Human Being Prize – 2018. The Brazilian Association of Human Resources – ABRH Prize “Prêmio Ser Humano – SC” recognizes professionals that have contributed in a relevant way, aiming to promote human and organizational development. <http://www.premioabrhsc.com.br/vencedores/>
* Mentor technical writers, supporting Agile knowledge management squads, introducing Lean working methods to support the product`s release content strategy. Documentation deployment process automation coordination. Client communications.

Achievement: Kanban Maturity Model Level 2, case presented at

AGILE FLORIPA https://www.agilefloripa.com.br/

* Knowledge management methodology definition. Introducing KM methods, accordingly with the SBGC – Brazilian Society of Knowledge Management.

Achievement: SBGC Knowledge Management case presented at

KM BRASIL 2018 http://www.kmbrasil.org/programa.html

* Project Manager ‘Productivity in Implementation Services’ that integrated Senior Sistemas knowledge base for fiscal compliance with the chatbot SARA - Senior Automated Responsive Agent developed using IBM Watson's. SARA was able to reduce more than 2,400 customer service attendants working hours in 6 months of use, due to the efficient integration with the knowledge base built with MadCap Flare.

Case Study published by MadCap Software: https://bit.ly/3aDHlmQ

* Tools: Jira, SharePoint, Git, Flare, Lingo, Office, Wiki, IBM Watson.

**NEW AGRICULTURAL EXPORTS AND AGRIBUSINESS CONSULTANT**

BANK SICA PROJECT | ECUADOR *Feb. 1997 – Sep. 2004*

* Aided private investors and public agents with strategic information on new agricultural exports for US market.

**SPEAKER**

**Chatbots and Translation: How Micro Content Authoring Can Fuel Chatbots, Customer Self-Help and an Enhanced Customer Experience.**

MadCap – Webinar – Oct. 2020

**Expert Panel: How to Stay Ahead of the Curve in the Constantly Evolving Content Delivery Landscape**

MadCap - Webinar – Jul. 2020

**HACE – Hispanic Alliance for Career Enhancement (Houston)**

**Annual HACE Leadership Tour Speaker –** Feb. 2020

“Inclusive Collaboration”

**HACEMOS HOUSTON – TECNOLOchicas Speaker**

Closing Speaker for “Cultivate STEM Latina Leaders for the future” – Jan. 2020

**The North Texas Lone Star STC -Society of Technical Communications** (Dallas) - Jul. 2019

“Knowledge Management: An opportunity for Technical Writers”

**MadWorld Summit 2019** – San Diego Apr. 2019

* “Knowledge Management for Bots using MadCap Flare”, and
* “System Internationalization with MadCap Flare, MadCap Lingo and MadCap Capture Integration” <https://www.madcapsoftware.com/madworld-conferences/madworld-2019/#content>

**Brazilian Society of Knowledge Management.** “Knowledge Management for Chatbots case study presented at KM BRASIL Summit – São Paulo Brasil, Sep. 2018.

**EDUCATION**

* B.A. Business Administration – Commercial Engineer - Pontifical Catholic University of Ecuador, Dec. 1999 | Specialization in Productivity
* English / Spanish / Portuguese

**MEMBER OF**

* **BEAM (Women@Austin)**Women@Austin is on a mission to advance women entrepreneurs striving to grow their companies.
* **Women in Localization Texas Chapter**Women in Localization has the mission to foster a global community for the advancement of women and the localization industry through networking, education, career advancement, mentoring and recognition for women’s accomplishments. Founded in the San Francisco Bay Area in 2008, W.L. is supported by thousands of women and men across the globe and local chapters who support members locally.