

TOOLS

Office suite
Sharepoint
MadCap Flare
RoboHelp
HCM
ERP
Adobe XD
Miro
Git
Jira
Asana
InVision

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
Design Thinking
Design Sprint
Lightning Decision
Jam
Moderated Testing
Speaker

LUCIANA ALVEAR

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(713) 344-7838
Tomball, TX 77377

EDUCATION

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

RANDSTAD USA

UX Writer/Technical Writer | Providing services at PNC Bank

Feb. 2021 - Present

- Lead content creation for UI in collaboration with Designers.
- Craft content artifacts within the user interface.
- Define the participation of 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 | 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.

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.