

# Professional profile

## Óscar Menéndez Carrillo

Technical leadership, software development and digital product design backed by more than twenty years of experience.

### 01 Technical leadership, software development and digital product design

Software development professional whose career began in graphic design and evolved through web design, programming, teaching, full-stack development and the leadership of digital projects.

He has more than twenty years of experience in custom software and has contributed to digital transformation projects, business tools, web platforms, mobile applications, interactive training and simulation.

His profile combines technical ability, visual awareness and business understanding. This perspective supports a product from its earliest definition through development, integration and evolution.

### 02 Professional profile

Specialist in turning complex needs into clear, viable and maintainable digital products.

His experience covers functional analysis, architecture, frontend and backend development, databases, integrations and interface design. He has worked both on new products and on the extension, maintenance and modernisation of existing systems.

Alongside technical work, he has coordinated professionals from different disciplines and taught graphic design, web design and programming.

### 03 Areas of expertise

|                                                |                                                  |
|------------------------------------------------|--------------------------------------------------|
| → Analysis and definition of digital products. | → Technical leadership and project coordination. |
| → Custom business software development.        | → Web application architecture and development.  |

|                                                          |                                                                   |
|----------------------------------------------------------|-------------------------------------------------------------------|
| → Backend services, APIs and systems integration.        | → Frontend development and interface design.                      |
| → Databases and information processing.                  | → Mobile applications and cross-platform solutions.               |
| → Training platforms and interactive content.            | → Simulation software for educational and technical environments. |
| → Modernisation of applications and legacy technologies. | → Teaching and the communication of technical knowledge.          |

## 04 Professional experience

### **Pablo Moreno, S.L. · Design and layout · 1991–1992**

Started his professional career as a designer and layout artist, working mainly with QuarkXPress.

### **Finales Gráficos, S.A. · Graphic design and web development · 1994–2002**

Graphic design, packaging, posters, commercial materials and press advertising.

During this stage he progressively added website design and development, beginning the transition from traditional graphic production to digital products.

### **Power Center, S.A. · Full-stack developer · 2003–2004**

Designed and developed web portals, working from interface conception through to the programming of the applications and tools integrated into each platform.

## 05 Teaching and course design

From 2002, and throughout a substantial part of his career, Óscar Menéndez combined professional development work with teaching graphic design, web design and programming.

He has taught at CEI, Trazos and other academies and training centres, as well as delivering courses for Spain's former INEM employment service.

He has also conceived and developed specialist courses for companies, beginning with their specific needs. His work covered the complete training process: setting objectives, creating the programme and syllabus, producing teaching materials, designing exercises and practical work, and delivering the course.

Notable work in this area includes the training created for Ruber Internacional, tailored specifically to the knowledge and needs of its professionals.

Subjects have included graphic design, web design and development, and programming—PHP, .NET and other technologies—alongside content developed expressly for each organisation.

## 06 Business journey

### Freelance Designers Group · from 2004

Beginning of a business stage based on collaboration with companies, agencies, training centres and specialist professionals.

Freelance Designers Group made an early commitment to distributed teams, freelance professionals and remote work as a stable production model, when these approaches were still largely considered an occasional solution.

### Inner Join · from 2008

A new stage focused on maturing development processes, technical quality and the delivery of larger projects.

During this period, experience expanded across business applications, training platforms, simulation, web and mobile applications, backend services, content management systems and integration with external systems.

### DataScript · from 2024

Leadership of DataScript, a new business identity that draws on accumulated professional experience and adapts it to the current challenges of software development.

DataScript combines business software, educational simulation and web and mobile product development, incorporating new resources—including artificial intelligence—when they improve analysis, production or the final result.

## 07 Academic and technical education

### Academic education

|                                       |                                       |
|---------------------------------------|---------------------------------------|
| → Educación General Básica.           | → Bachillerato Unificado Polivalente. |
| → Curso de Orientación Universitaria. |                                       |

### Specialist training

|                                           |                                       |
|-------------------------------------------|---------------------------------------|
| → Graphic design · 1991.                  | → Web page design · 1997.             |
| → ASP web development · 2002.             | → PHP web development · 2004.         |
| → ASP.NET development · 2007.             | → Java and J2EE development · 2007.   |
| → Android application development · 2011. | → iOS application development · 2011. |

This training has been complemented by continuous technical learning through real projects and the progressive adoption of new languages, platforms, architectures and tools.

## 08 Technical experience

Experience with .NET and C#, PHP, Java, HTML, CSS, JavaScript and web and mobile application technologies.

Work with SQL Server, MySQL and Oracle, backend services, APIs, user interfaces, business applications, interactive content and integration systems.

He also has experience with earlier technologies such as ASP, JSP, Flash and ActionScript, which is valuable when understanding, maintaining or transforming projects built across different generations of technology.

## 09 Approach to work

|                                                                     |                                                                                          |
|---------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| → Understand the problem before selecting the solution.             | → Maintain direct, clear communication.                                                  |
| → Combine technical judgement, usability and visual care.           | → Design tools around the real work of their users.                                      |
| → Avoid complexity that does not add value.                         | → Build products that can be maintained and evolved.                                     |
| → Bring in specialist collaborators when the project requires them. | → Maintain a complete view of the product, from its definition through to its evolution. |

## 10 Projects and sectors

He has developed solutions for healthcare, retail, training, transport, leisure, culture, sport, marketing and industry.

His experience includes management tools, booking platforms, corporate training systems, technical simulators, mobile applications, digital catalogues, interactive products, content management systems and integrations with external services.

## 11 Professional collaboration

Available to lead or develop custom software projects and to collaborate with companies, agencies and teams that need technical experience, product vision and the ability to turn a complex need into a concrete solution.

## Professional collaboration

Technical leadership, software development and product design.

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