DANIELA GIACALONE

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PROFESSIONAL PROFILE

More than 25 years of experience in IT: analysis, design, development and management of software projects using various technologies and methodologies mainly in Financial Services during which I gained valuable experience by working directly with customer's business line managers and/or project sponsors.
I have been involved in end-to-end Solution Design: from requirements gathering, to architecture design, to resources and cost estimates to support business case preparation, relating with business line managers and/or project sponsors.

During my career I have had direct experience in multiple languages, programming environments and DBMS (see below in technical skills). I have experience in software development of front-end and back-end applications. In the last few years I have dealt mainly with Web Services development and integration with extensive use of REST APIs. In particular I am familiar with most of current and previous Microsoft technologies that I leveraged in several cloud migration projects.

I also carried out training activities of both IT people and/or end-users and I've run change management projects to support the adoption of new information systems.

I have been involved in business development, sales and tender for Italian local government institutions, insurance firms (e.g. Generali Group, Ina Assitalia Group, Bayerische Group) manufacturing companies (e.g. Pirelli Tyre, Prysmian) and retailers.

I am passioned for new technologies and my curiosity often leads me to experience firsthand the new standards, tools and best practices. Result oriented.

AREAS OF EXPERTISE

- Training & Mentoring
- Client Relations
- Software Architecture
- Software Development
- Database Design
- Web Services / API
- Multidimensional Data Analysis
- BI and Reporting
- Cloud Services (Azure)
- CRM
- Digital Payments

PROFESSIONAL EXPERIENCE

PayPal, Dublin, IE   **Feb 2018 – Present**
Integration Engineer - Inside Sale

I relocated from Italy to Dublin to take the opportunity to join a global hi-tech company in order to grow professionally in a stimulating and multicultural work environment.
My main role is:

- Support merchants (Italy, Spain, UK) in the checkout flow optimization in order to improve the user experience and increase the conversion rate.
- Analyze and decompose a business problem to help business stakeholders visualize their options for a solution.
- Facilitate setting up test accounts, provide technical development, and guide the client through testing and pre-launch activities.
- Act as main technical point of contact for all implementation-related activities throughout the integration lifecycle according to PayPal's deployment and security standards.
- Review technical information including sample code, white papers, FAQs, and snippets for distribution to PayPal customers

Moreover I am in charge for an internal application useful to analyze payment transactions and API error calls, which automatically produces a presentation for the customer.

RealTime, Trapani, IT   **1994 – Jan 2018**
Software consultancy.
Co-owner – CTO

I have participated and managed several projects always with state-of-art technologies, from client-server systems to web based and mobile.

Main appointments during RealTime experience

Generali Trapani–Garibaldi, Trapani, IT   **2003 – 2017**
Insurance Agency company, 60 people
IT Manager (As temporary manager)

I led project teams in the development of cloud applications covering the following processes: sales network management, lead management, opportunity management, insurance policy collection, commissioning and career management.
I also managed some integration projects between the Agency and the Insurance Company using web services and data replication for massive updates in a mixed (Oracle vs Microsoft) database architecture.

Generali Italia –Agency of Monza Monza (Milan)   **2015-2016**

Insurance Agency company, 700 people
Project Manager and Team Leader (Contract)

Design and Management of the development of "Business Desk", a vertical CRM solution deployed on MS Azure, that on one side supports Insurance Agents or Financial Advisors to manage their business in mobility

by using a mobile App (iOS and Android) and on the backend, allows to track and analyse sales activities in terms of target achievement.

NTT Data - Milan, IT   **2014-2015**
A Global IT Innovator delivering technology-enabled services and solutions to clients around the world.
Solution Designer

Leading the design and development team on a solution for compensation and benefit calculation and career management for multilayer sales network management for Bayerische Ergo (Insurance Company*)*

Artemis s.p.a. - Palermo, IT   **1992-1993**
IT Company dedicated to innovative solutions for the financial industry
Analyst and Software developer for banking customers

LIST s.p.a. - Pisa, IT   **1990-1992**
IT Company dedicated to innovative solutions for Capital markets and Risk Management
Software Engineer

I developed PinPad, software to test verify the correct operation and homologation of the ATM/POS terminals provided by various manufacturers. Client: SIA- Interbank Association for Automation - Milan.

As a part of the team implemented the Information System for the Urban Transport Company of Florence. Client: ATAF S.p.A. - Florence Urban transport company

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EDUCATION

Bachelor's Degree in Computer Science
University Computer Science Degree - Department of Computer Science at the University of Pisa. (IT)

MCSD Microsoft Certified Software Developer – (Microsoft Italy 2005)

How to run a personal business: Business Administration, Tax Accounting Principles, Budgeting, Cost Accounting, Bill of materials, General Ledger (Bocconi Summer School 2002)

TECHNICAL SKILLS

Software development languages and frameworks:

- C#
- Microsoft WPF
- ASP.NET
- SQL
- JavaScript
- Bootstrap
- jQuery

- HTML5
- Ajax
- PHP
- Python
- ReactJS
- Node.js
- API / REST API

- SOAP
- Visual Basic .Net
- XML, JSON
- CSS

Experience on web platforms:
• Advanced configuration and use of the Microsoft Azure platform for publishing cloud applications
• Development of web portals and e-commerce with CMS Open Source: Odoo, Prestashop, Magento, Drupal, DNN, Joomla

Architecture patterns
• Build RESTful and SOAP Web Services
• Development of applications with Three-Tier architecture
• Development of Component Object Model (COM) objects and Distributed COM, ActiveX

Database Query, Reporting Tools and ETL
• Google Firebase
• Teradata Management Studio
• Toad Quest Software for Oracle / SQL Server
• Oracle client and Oracle Discoverer
• SQL Server Data Transformation Services (DTS)
• Crystal Reports
• SAP Business Objects
• ErWin Data Modeler
• Basic Knowledge of MongoDB

Others:
• Experience with Git
• Experience with Docker
• Web debugging using proxy Telerik Fiddler
• Testing and creation of API collections using Postman
• Salesforce
• Atlassian Confluence
• Basic Knowledge of Atlassian Jira
• Basic Knowledge of Elasticsearch and Kibana (Data Analysis)