Álvaro Martínez Hidalgo

Websites, software and the systems behind them.

WordPress · PrestaShop · PHP/MySQL · Odoo · Accessibility

Over 20 years across development, e-commerce, systems and support. I combine hands-on delivery with technical leadership, including responsibility for a team of 14 at Jacidi Corp.

PROFESSIONAL DELIVERY

At Jacidi, my responsibilities included Club Metropolitan's website, members' intranet, apps and custom development, as well as website work for Hesperia Hotels & Resorts and other clients.

SELECTED WORK

01 **NIW SaaS**
Licensing, subscriptions, releases and Odoo integration.

02 **Blind Reader**
Accessibility software for WordPress and PrestaShop.

03 **Executive Dashboard**
Business reporting for Odoo Community 15-19.

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A SaaS behind the products

An independently developed PHP/MySQL platform for product administration, connected to Stripe and Odoo 15.

WHAT THE ADMINISTRATION PANEL BRINGS TOGETHER

Business overview

Revenue, MRR, conversions and activation indicators, with product and platform filters.

Product operations

Customers, licences and subscriptions, organised across multiple products.

Software distribution

Release history, compatibility requirements and beta/stable versions for WordPress and PrestaShop.

Odoo modules

A catalogue with views for module versions, sales and downloads.

INTEGRATION FLOW

Purchase / subscription event
Stripe → PHP/MySQL SaaS → XML-RPC → Odoo 15

Odoo contacts and subscriptions; invoices generated by Odoo.

Python’s scope: a script synchronises contacts and tags in res.partner. PHP invokes it and receives JSON. The erpodoo.es contact flow adds information without overwriting existing data.

Operations: event-driven and manual synchronisation; integration errors are logged while the SaaS continues operating. Git for personal projects, a separate test VPS and deployments through SSH. Odoo migration completed: 15 → 16.

Authenticated panel; a guided demonstration can be arranged.

Delivery from design to launch

Jacidi Corp. | Head of Web Development & E-commerce | Mar 2024 - Mar 2026
Led a team of 14. Technical responsibility for Club Metropolitan's digital ecosystem; website projects for Hesperia Hotels & Resorts; implementation of designs and email templates; coordination of enhancements and incidents.

SELECTED INDEPENDENT WORDPRESS BUILDS



Ester Colet

Full WordPress website · Psychology · Spanish · November 2023.
An expressive opening composition brings together the practitioner's identity, photography and clear navigation to services.

View published project



Francesco Leo

WordPress website for a chiropractic practice in Barcelona.
Full-screen imagery and a clear route to contact.

View published project

Blind Reader

Helping people understand a page and move towards their goal.

I developed an accessibility assistant for WordPress and PrestaShop, with navigation guidance, keyboard interaction, screen-reader support, voice navigation and features for low vision.

FUNCTIONAL NAVIGATION

01

Understand

Identify the page’s purpose.

02

Orient

Find sections and actions.

03

Act

Move to the relevant goal.

My accessibility work includes WCAG criteria, semantic HTML, WAI-ARIA, focus management and feedback that supports keyboard and screen-reader users.



ECOMMERCE TOOLS 2026

Blind Reader
Best Product for Web and CMS
7 May 2026

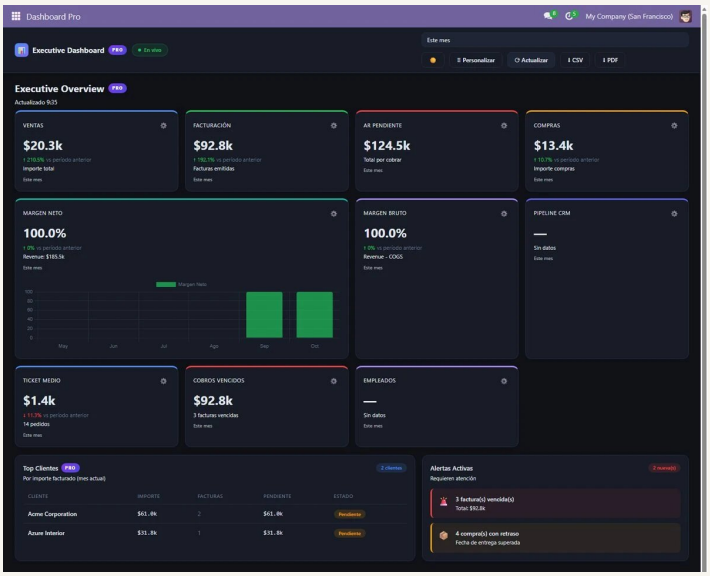
Product and accessibility work

Award announcement

Award category and date follow the Adapta tu Web announcement.

35 own Odoo modules

Sales, invoicing, purchasing and inventory in a single executive view for Odoo Community.



Clinical management, dashboards, helpdesk, marketing and IT infrastructure. 34 modules have installable manifests across Odoo 15-19; Zettelkasten is present for 15 and 18. Screenshot: Executive Dashboard Pro.

Explore the public code

Odoo Apps catalogue

HOW I WORK

Implementation: custom PHP/JavaScript development and Figma-to-WordPress delivery.
Delivery: personal Git workflow, separate test VPS, SSH deployments and experience migrating Odoo 15 to 16.
AI tools: ChatGPT, Claude and Codex.
Location: remote from Spain or hybrid in Barcelona.
Languages: Spanish; basic English; Catalan B2 in progress.

Let’s talk: contacto@alvaromh.com

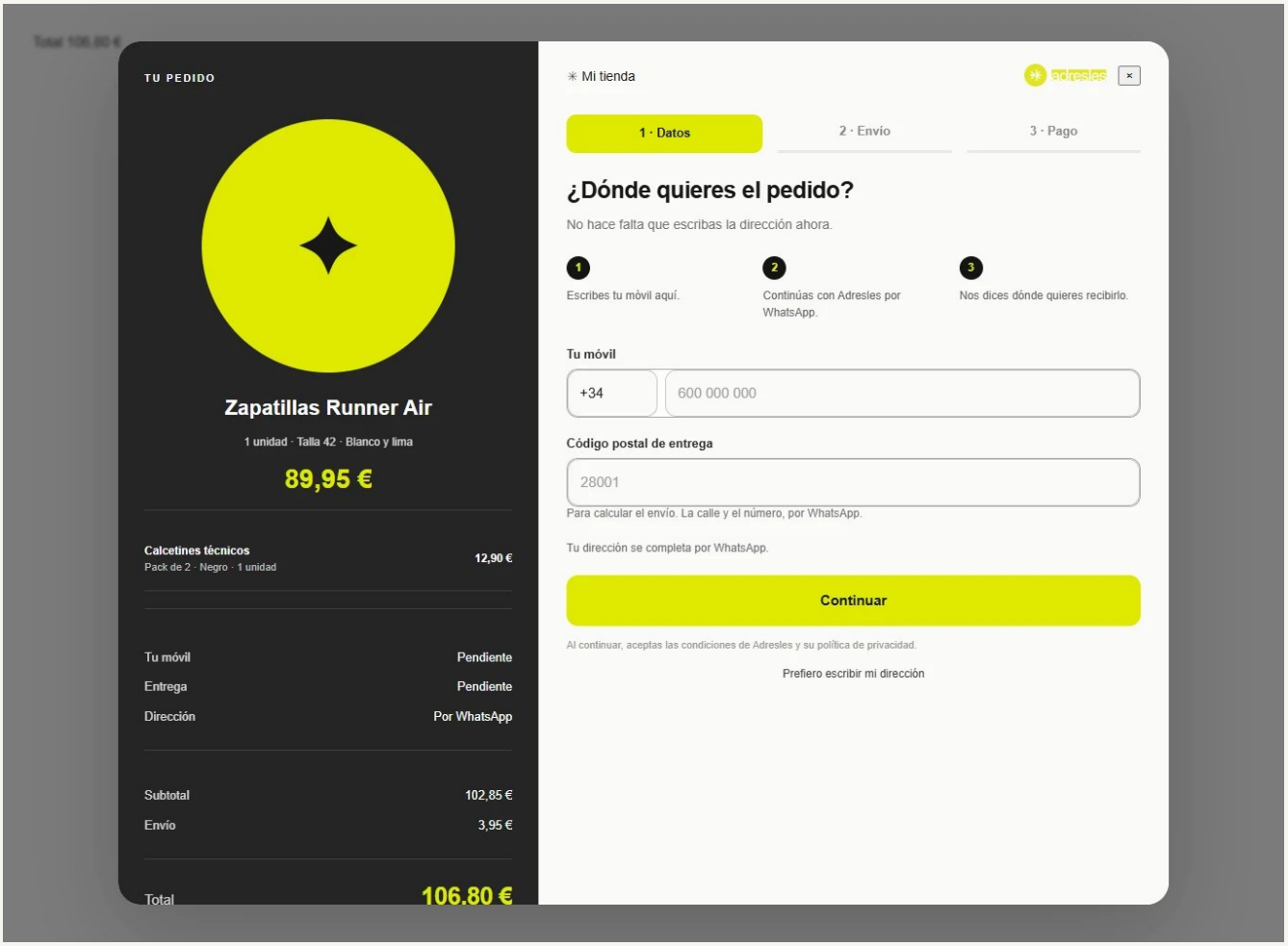
Personal profile

Eligeunaweb

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Adresles

Evolving an existing e-commerce checkout for PrestaShop and WooCommerce.



Escaparate design prototype with fictional products and test data.

My contribution: work on existing modules; Data → Shipping → Payment flow, configurable method selection and ordering, responsive presentation and appearance settings. PHP, JavaScript and CSS.

Validation: configuration, regression, keyboard and responsive checks in demo environments. Delivered for review; complete sandbox purchases, gateway returns/3DS, order and SaaS/WhatsApp confirmation and production validation remained pending.