WILFREDO CASAS

ENTREPRENEUR

This resume was updated in July 2024. For the latest version, please visit wilfredocasas.com/cv.

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With a decade of entrepreneurial experience, I turned a longboarding glove project into a profitable business that funded my Marketing and Management degree in Lima, Peru. In New York, I gained skills in quality assurance, user flows, and growth hacking at early-stage startups. In Germany, I developed a job platform for Hispanic immigrants in New York and designed a board game. My analytical skills, hands-on mentality, and process optimization abilities make me a valuable asset for founder associate roles.

EXPERIENCE

JOBDIRECTO

2017 - Present / Team of 2 people

- Built a platform that connected tens of thousands of Hispanic immigrants with job opportunities in New York.
- Explore the platform at www.jobdirecto.com.

AYAKUCHO

2020 - Present / Team of 2 people

- Designed and self-published a board game called Bamberg, which was later sold to a publisher in the UK. Repurchased it to further develop it into Ayakucho.
- Links of interest: Instagram / BoardGameGeek / Kickstarter.

INTERNSHIPS IN NEW YORK

2016 - 2017 / Teams mit weniger als 10 Mitarbeitern

- Worked at startups Branching Minds (2016) and Dog Parker (2017).
- Tasks included designing a QA manual, testing hardware and software, assisting the team with SQL queries, designing new user flows for the app, conducting user interviews, growth hacking, and collaborating closely with the founders.

FULL-STACK DEVELOPER

Several independent projects (2019 - Present) / Solo or in teams of two

- Built several indie websites and mobile apps. These projects, aimed at both profit and fun, were experiments where I created wireframes, user flows, and did most of the coding, using the lean startup methodology.
- Links of interest: Super Recogniser App / Capybara App / Whale App / Colibri App / Wireframes for dating app / What2Gyft Wireframes