WILFREDO CASAS

ENTREPRENEUR

Updated in August 2024. Latest version at wilfredocasas.com/cv.

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🚗 Driver's license (Class B)   🗣️ English, German & Spanish   📞 +49 157-8129-5360

I bring a decade of entrepreneurial experience, turning ideas into profitable ventures. In Lima, I launched a longboarding glove business that funded my Marketing and Management degree. In New York, I honed skills in quality assurance, user experience, and growth hacking at two early stage startups. In Germany, I created a job platform for Hispanic immigrants and designed a board game sold to a UK publisher. My analytical thinking, hands-on execution, and process optimization skills make me an ideal candidate for founder associate, project manager, and business developer roles.

EXPERIENCE

FOUNDER AT JOBDIRECTO

2017 - Present / Team of 2 people

- Built a platform that connects tens of thousands of Hispanic immigrants with job opportunities in New York, now a profitable small business.
- Explore the platform at www.jobdirecto.com.

GAME DESIGNER OF 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.

FOUNDER ASSOCIATE IN NEW YORK STARTUPS

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