

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 honed skills in quality assurance, user flows, and growth hacking at a couple of early stage and well funded startups. In Germany, I developed a job platform for Hispanic immigrants in New York. I also designed and self published a board game, and built several indie apps and websites. 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.
- Currently: building new features to make our users happier.
- 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 under 10 employees

- Worked at startups Branching Minds (2016) and Dog Parker (2017)
- My tasks included designing a QA manual, testing products, assisting the CTO with SQL queries, designing user flows, conducting user research, experimenting with growth hacking, and collaborating closely with the founders.
- Links of interest: [Branching Minds](#) / [Dog Parker](#)

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](#)