
René I. DeAnda, MBA

Product Manager & Engineer

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EXPERIENCE

Descartes Creations, US & Vietnam - *Founder & Product Manager*

July 2017 - PRESENT

- Built and published **four** mobile applications on *Android and iOS* with **50,000+** total downloads and **6,000 MAUs**
- **Delightful** - gratitude journal app for *Android and iOS*, achieved a **4.8** rating with **1500+** reviews and localized into **five** languages by users
 - Received feedback and communicated with **100s** of global Delightful users to discover new features to build
 - A/B tested new in-app features and app store marketing to improve organic growth - **Rank #1** on both app stores for the app name "*Delightful*"
- **Vina.Dev** - mobile-optimized shareable portfolio pages for Vietnamese IT job seekers
 - Performed market research and analysis of the growing high-tech HR industry in Vietnam
 - Created user stories and prioritized backlog for the launch of full-stack MVP
 - Wireframed the Vina.Dev web application using *Sketch* app
 - Collaborated with engineering partner to choose & build the right tech stack

Edmodo, San Mateo, CA - *Android Developer*

September 2018 - June 2019

- Developed, maintained, and managed product releases to **millions** of users
- Collaborated with Android team, support team, product managers, and designers using *JIRA* to launch new features and fix bugs
- Coordinated with marketing team to improve deep linking infrastructure within the application for new product features and marketing initiatives

divvyDOSE, Moline, IL - *MBA Project Leader & Strategy Consultant*

January 2017 - April 2017

- Led team of MBA graduate consultants to perform market research on the pharmaceutical industry
- Uncovered and presented key insights to client covering customer journeys, pricing, and promotion strategies for new product category

Verizon, Ashburn, VA | Schaumburg, IL - *Telecom & Sales Engineer*

June 2011 - June 2014

- Planned and led **50+** bid walks with *B2B* customers and vendors for in-building cellular projects
- Troubleshooted and resolved over **100+** *B2B* customer connectivity issues
- Educated and Assisted Verizon Sales teams as product expert for IoT connected devices

SKILLS

PRODUCT: Agile, Communication, Design, Data Analysis, Research, Innovation, Ideation, Marketing Strategy, Branding, Leadership, Mentoring, Process Improvement

TECHNICAL: Mobile, Android, iOS, Excel, JIRA, Java, Kotlin, React Native, React, Node.js, Next.js, REST API, JSON, NPM, XML, SQLite, Firebase, Crashlytics, Android Studio, Xcode, VSCode, Sketch, Git, GitHub, Docker, DigitalOcean

EDUCATION

University of Iowa, Iowa City, IA - *MBA and B.Sci in Engineering*

- Full-time **MBA in Marketing** - May 2017
- Bachelor of Science in **Industrial Engineering** - May 2011

CERTS / VOLUNTEERING

LinkedIn Learning, Agile Project Manager Path / Product Manager Path - Nov 2020

Volunteer ACT Prep Teacher, Minds Matter Chicago 2013-2014

YC Startup School Participant, In-person Sept 2016 & Virtual 2018