

# Andrés Rodríguez

## PRODUCT LEAD

andres@cachafla.com

## WORK EXPERIENCE

2015-05 - PRESENT

### Product Lead

#### HUMAN API

Responsible for the success of Human API's consumer facing products. Led the design, implementation and release of search and authentication solutions with the goal of simplifying how users connect their health data with Human API. Implemented a research and metrics first approach to product design that resulted in increased user conversion goals for key customers of the company.

2014-12 - 2015-08

### Co-Founder

#### VINK MANAGER

Vink is a mobile application that allows content creators to design, manage and schedule Instagram posts. Its unique approach proved to be an invaluable tool for community managers. The application was implemented with the support of Apps.co (<https://apps.co>), a startup incubation program. Apps.co is a national initiative created by the Colombian IT ministry in collaboration with Colciencias, a government agency that funds nationwide science and technology research.

2008-03 - 2015-05

### Senior Software Engineer

#### JOYENT

Had the opportunity to work along a group of very knowledgeable and talented individuals designing and implementing applications for distributed systems. Collaborated in the creation of Joyent's Smart Data Center (SDC), a private cloud management software platform. SDC was the main product differentiation in Samsung's acquisition of Joyent.

2014-03 - 2014-05

### Game Designer

#### MARIMONDA

Marimonda is a Flappy Bird clone created as a homage to Barranquilla, Colombia's Carnival. After its release in Colombia, the game was featured in many online news and blog sites, including El Heraldo, Barranquilla's biggest newspaper (and third biggest in Colombia), and ENTER.CO, Colombia's biggest technology magazine.

2007-11 - 2008-03

### CTO

#### CIBERSERENATAS

Led the creation of a Facebook App that allowed users to dedicate songs to their friends. The application had an innovative music and lyrics synchronization tool that let users create and publish personalized music videos for their friends. Part of my job consisted in training and mentoring junior engineers that were initiating their careers in web development.

2005 - 2008

### Early Days

- Collaborated in the design and implementation of a Laboratory Information System (LIS) for [Velez Lab](#).
- With 5 other friends, started [Keydome](#), a home automation company. Won 2nd place in a national startup contest organized by Revista Dinero, Colombia's top finance and economics news magazine.
- Redesigned the highly popular colombian music portal [vallenato.com](#).

## EDUCATION

2007-06 - 2008-01

### Information Technology Project Management

#### UNIVERSIDAD DE LA SABANA

2003-01 - 2007-01

### Bachelor of Science in Electrical and Electronics Engineering

#### UNIVERSIDAD DE LOS ANDES

## SKILLS

Product management, technical leadership, UI/UX design, software architecture and design, cloud computing and distributed systems, Web and mobile application development.