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Highly empathic, data-driven, and strategic product leader with hands-on experience managing, monitoring, and automating products' development phases from idea to launch, designing go-to-market strategies while defining product roadmaps to ensure alignment with customer & business vision, short and long term goals.

Chief Product Officer & Co-founder | [Edoo](#) (2015 - 2020)

Directed product development life cycle from idea to launch for all company products and features. Designed and maintained products' roadmaps according to the company's vision, turned them into actionable tasks, and acted as the product owner for all company teams. Led product management, design, customer success, and UX research teams while fostering strong relationships with more than 40 school principals and school owners.

- Built Edoo's customer base from 0 to 30k paid users by designing, developing, and leading the product's vision.
- Aligned six cross-functional teams (design, research, development, customer success, sales, and marketing) comprising of more than 20 members to meet long term business and product goals.
- Increased average income per client by 70%, introducing two new products that worked as add-ons.
- Raised seed capital from local investors by leading the company's fundraising strategy, which resulted in the first 20 customers (schools).
- Designed the company's first product; created a complete design system, UI / UX designs, wireframes, prototypes, conducted several user research activities to understand our customers deeply.
- Programmed the first Django models, views, and templates for the whole product.
- Built our first data framework to support and encourage data-driven decisions for our non-technical teams using SQL, Google Data Studio, Zapier, and different APIs.
- Used Zapier, Integromat, Formstack, and various APIs to automate and streamline our development, marketing, customer success, and sales workflows to speed up everyday tasks and reduce human error.

Product Advisory Consultant & Co-founder | [Monad](#) (2018 - 2020)

Collaborated with client's product managers and co-founders to devise development plans and design product strategies. Advised post-funded startups in establishing procedures for attracting top talent and identifying hiring needs in their product, design, and development teams. Introduced product management tools and processes for clients' product divisions.

- Advised three post-revenue startups to organize their development and product design processes, aligning all the efforts into achieving long-term business goals, meeting team and budget restrictions.
- Raised investments for three startups by designing effective product strategies in collaboration with clients' co-founders. Mentored these startups' co-founders on balancing between available resources versus value outcome, using data to support their decisions.
- Increased Monad's revenue up to 2x by establishing a new company division designed to cater to early-stage startups' needs. Consulted over 30 companies at this stage.

Senior Product Manager + Product Designer | [Exeboard](#) (2014 - 2016)

Conducted consumer research on potential customers, such as banks and corporate organizations in Central America. Designed and implemented tools and metrics to track the performance of the product and its features. Analyzed market and trends to take advantage of opportunities and gain a competitive edge. Discovered and researched user needs and proposed UX and UI design solutions to describe technical solutions for the development team.

- Reduced development time by half, implementing and training agile methodologies to a resistive development team.
- Successfully led MVP development to acquire the first batch of customers before the product's launch.
- Decreased the onboarding time to a third and reduced the number of training calls by 60%, cutting features and reordering the first-time user experience.
- Increased the conversion rate from trial accounts to paid accounts from 20% to 64% by designing and prioritizing features that increased mobile app usage during board meetings up to almost 3x.

*Additional Experience as **Tenured Professor** at Universidad InterNaciones, imparting UI Design and Implementation & HCI for UX Design, **Product Designer** at MilkNCookies, and **UX / UI Designer / Product Owner & Co-founder** at Nozzmo*

EDUCATION & CERTIFICATIONS: **BFA in Digital Design** by Universidad InterNaciones | 2013 - **Product Manager Nanodegree Program** by Udacity. - **Professional Scrum Product Owner I (PSPO I)** - **Data Science Professional Certification** by IBM.

AWARDS & DISTINCTIONS: Selected best among 500 entrepreneurs to represent GT at the Startup Nations summit in 2015.

PROGRAMMING-RELATED SKILLS: Data Modeling, Python, R, Pandas, SQL, HTML, Sass, CSS, JS, React, React Native, Git.

SOFTWARE / TOOLS: Adobe XD, Figma, FullStory, Google Data Studio, Hotjar, Pendo, Photoshop, After Effects, Zendesk, UiPath.