

Enrique Diaz

Engineering Lead focused on Machine Learning algorithms & Android apps.

[My portfolio](#)
[LinkedIn](#)
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EXPERIENCE

DEVF, Mexico City — Co-founder and CTO.

MAY 2014 - NOVEMBER 2024.

Joined as a technical co-founder who led teaching, technology and machine learning teams from bootstrapping the company up to partnering with [Alphabet](#), [Meta](#) & MercadoLibre and raising a \$2.5M USD seed funding round led by [Inter-american Development Bank](#), [Techstars](#) and Cornershop founding team.

Top accolades:

- Developed the first credit card processing platform using Ruby on Rails, automating the online sales funnel for course enrollment. This innovation drove a 270% revenue increase from 2016 to 2017 by streamlining the digital purchasing experience.
- Designed and delivered academic programs on Android SDK, JavaScript web development, and Machine Learning with Python, educating over 6,000 students and generating \$3.3M+ USD in revenue.
- Led customer development for 5 years, conducting over 750 user interviews with alumni to identify pain points and opportunities. Implemented OKRs and Design Sprints to create innovative academic programs and digital products, driving engagement & satisfaction which resulted in 80% of alumni getting a job within 3 months after the program and +%164 increase in salary.
- Led Research & Development, managing a team of data scientists to conduct machine learning experiments and design the 'Machine Learning with Python' academic program. Leveraged reverse engineering of the TensorFlow Developer Certificate and Stanford AI Certificate topics, resulting in over 420,000 hours of content consumed from 2021 to 2024.

EssentiaLab, Mexico City — Co-founder and CTO.

FEBRUARY 2013 - FEBRUARY 2015

I built a \$1.5m USD/year client pipeline by launching and leading the [Google Developer Group Androidtitlan](#) and executing for 5 years technical meetups free of charge related to Android SDK for hundreds of attendees per month in Mexico City.

Top achievements:

- Led a cross-functional team of 5 software engineers and shipped 13 applications in a year, acting as tech lead for the full product

CERTIFICATIONS

[Digital Transformation using AI/ML with Google Cloud Specialization.](#)

[Introduction to Tensorflow for Artificial Intelligence, Machine Learning and Deep Learning.](#)

[Mathematics for Machine Learning: Linear Algebra.](#)

[Mathematics for Machine Learning: Multivariate Calculus.](#)

[AI for Everyone](#)

PUBLISHED CONTENT

[Monetizing Your App with AdMob \(Android Cookbook, O'Reilly Publishing\)](#)

[Como implementar una imagen de fondo en Android ActionBar \(Programa con Google blog\).](#)

[Introducción a servicios de Google Play \(Programa con Google blog\).](#)

[Google Developers Hackademy: Introducción a Android SDK \(Youtube course\)](#)

development cycle: technical analysis requirement & system design, project management, feature development, and real-time support for 21 mobile apps such as [Corredor Cultural Roma-Condesa 2013 & 2014 editions](#), [Semana del Emprendedor 2013 & 2014](#), [Telcel Ideas Deportes](#) and

- **Yo Amo los Zapatos**, an award-winning app for “Google Play Best Apps of 2013” peaking **150,000 downloads** after **90 days** of the release date, which got leverage to raise future funding rounds and eventually reach 40 million fans in Facebook few years later.

Android Software Engineer and technical training consultant,
Mexico City. MAY 2008 - FEBRUARY 2013

Impacted +120,000 android engineers by teaching Android SDK courses at [Google for Developers Youtube channel](#), by contributing to the writing of [Android Cookbook 1st edition](#) and as a guest writer in [Google developers latam official blog](#).

Top achievements:

- Managed a team to create and deploy **Esto es Google App 2011** **within a week** of distance from the +6000 attendees event, using as codebase the open-source version from Google IO 2011 source code. We reduced client entropy and **deployed it successfully ahead of time** after transforming the XLS files from the agenda into **Python streams** and reading pipelines to store all data via local **SQLite database**.
- I was the **software engineering lead** and main responsible for design, code and deploy an **Android Tablet app connected to a Python/Django server** in order to help raise funds for **Gala Endeavor 2011 & 2012**, where **Motorola Mobility** provided +150 tablets for execute a silent bid in order to raise more than **\$300,000 USD** in donations/year in **less than 8 hours**.
- **Designed and executed +30 Android SDK technical workshops** in collaboration with **Motorola Mobility Mexico** during 2011, reaching **+3000 students** in universities in Mexico such as **UNAM, IPN, ITAM** and **ITESM**.

EDUCATION

Instituto Politecnico Nacional, Mexico City— Bachelor of Science, Computer Engineering. AUGUST 2006 - DECEMBER 2010

Stanford University, Stanford, CA — *Professional Certificate, Artificial Intelligence* May 2021 - April 2022

COMMUNITY ENGAGEMENTS:

[Google Developer Group CDMX co-organizer, 2010-present.](#)

[Tensorflow User Group CDMX co-organizer, 2019-present.](#)

[Stanford Code in Place, Section Leader, 2023.](#)

[HTML+CSS+JS Instructor, Grow With Google \(2019\).](#)

[Verificado19s, web team, 2017.](#)

Google Developer Expert, Android, 2015-2018.