

Ruben Avila Aguilar

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Professional Experience:

Project Manager & Developer | Mexico Media Lab 21

Applied market research, customer insight & analysis by conceptualizing a canvas model and assessing product's user requirements.

Established use cases for user interface, generating wire-frames for user interaction, and engaged in testing throughout development aiding in web design and database architecture.

Successfully lead team of 5 members as product manager, ensuring sprint deadlines every 2 weeks culminating in the launch of a P2P matchmaking platform for creative agencies and brands that are looking for creative talent.

November 2016 – Present

Co-Founder & Fullstack Developer | Adae

Co-founded and developed a P2P web start-up for goods and services.

Applied UX research and user testing and gained valuable experience in pivoting and working on MVP's within time & budget constraints.

Worked closely with designer in the development of a unique exchange interface for mobile payments, learning valuable insights through user testing.

Jan 2016 – July 2016

Junior Fullstack Developer | Arima.io

Re-formatted and re-launched a web product, which visualized data collected from fun, interactive polls and comments resulting in the increase of user base and participation.

Through the development of UX/UI design features I learned how to communicate with designers and how to perform within dev cycles and constraints while also maintaining milestone development tasks.

Met and pitched to VC's, gaining valuable experience in a lean start-up.

Jan 2015 – Dec 2015

Notable Projects: Assistant Director/Production Manager - Agilam Movies

Handled external duties, managing cast and crew while successfully maintaining production's 2-week shoot deadline.

Developed a shooting schedule & administered production logistics successfully maintaining budget requirements.

Fulfilled line producer and assistant editor duties throughout the months of post-production leading to premiere.

May 2014 – May 2014

Education

University of Toronto | Honours BA Anthropology & Religion

2009 - 2013

Bitmaker Labs | 9 week intensive Web Development program

2014

Fest Training Ground | Festival Novos Cineastas Portugal

2014

George Brown College | Film and Video Production Certificate

2013

New York Film Academy | 4 week intensive filmmaking program

2012

Skills

Ruby on Rails -
MVC & Database
Javascript/Jquery
HTML & CSS

Product Management
Team Management

UX Research:
Wire-framing
Prototyping

Videography
Cinematography
Lighting design

Editing: Final cut &
Adobe Premier