

RUBEN AVILA AGUILAR

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Product solution and management expert

As a manager with over two years of combined experience coaching, leading, supporting and mentoring teams, I am looking to leverage creative insight, customer experience, and problem-solving in product development for web and video. As a resourceful individual, I identify customer needs, assess user problems, organize and build teams, and develop strategies to solve complex problems ensuring that projects and people succeed. I exercise a proven ability to implement and facilitate procedures, adapt to change and proactively optimize resources resulting in timely deliveries under tight schedules.

SKILLS

Product Management | Team Management | Web Development | UX Research | Leadership | Mentorship | Problem Solving | Conflict Resolution | Negotiation | On-boarding | Taking Ownership | Communication | Resilience.

EXPERIENCE

Booking.com, Toronto

— Customer Service Senior Specialist

March 2019 – September 2020

- Efficiently resolved higher complexity scenarios by maintaining effective and proven rapport with clients and stakeholders, executing mutually beneficial solutions and de-escalating high-risk, time and context-sensitive cases such as: complaints that reached the media, consumer unions or top executives.
- Crafted, and implemented action plans to managing crises, protect client assets, minimize economic impact (B2B), and improve or maintain expectations while continuing to drive customer loyalty and increase customer satisfaction (B2C).
- Identified and reported fraudulent schemes, preventing users and clients from posing financial risks to the company.
- Demonstrated expert knowledge on guidelines, procedures, and the client data management system, by reporting product errors or bugs, offering guidance, feedback, support, and sharing tools or techniques for complaint resolution.
- Developed a COVID-19 support library that organized, updated and simplified the sensitive new procedures being implemented, allowing agents to simplify their workload, enabling them to focus on the customer.
- Supported team leaders/managers in building high performing teams by coaching executive and specialist agents: providing feedback, personalized guidance, and case studies; enabling them to take ownership of cases and succeed in their roles.
- Led team meetings and organized team building activities to strengthen team interaction and improve morale.
- As Ethics Mentor, I created and managed communication plans and materials to ensure the staff and office could uphold company values and be aware of updates and changes to the code of conduct.
- Managers recognized me as the best in complaint resolution, de-escalating calls transferred from specialist agents and having the highest customer service satisfaction rating in the team.

— Customer Service Specialist

May 2018 – March 2019

- Built rapport with clients and stakeholders, driving customer loyalty by solving queries, managing user account information, improving product expectations and proactively preventing future complaints.
- Maintained above peer average customer satisfaction ratings (80%), received consistent positive feedback from customers, colleagues and was awarded by managers (WOW winner) as a high performing agent.
- As Change Ambassador, I proficiently updated my team on news, guidelines and updates to the product in order to ensure procedure implementation.
- As Ethics Ambassador, I ensured the office had access and understood the code of conduct while facilitating a safe space for other office members to voice their concerns.

— Customer Service Executive

March 2018 – April 2018

- Memorized procedures and stayed up to date with news and changes to the guidelines and procedures adapting to the new changes and client data management system at an expert pace.

Mexico Media Lab, Mexico City — Project/Product Manager

November 2016 - March 2018

- Applied market research, customer insight and analysis by conceptualizing a canvas model and assessing the product's user requirements.
- Established use cases for the user interface, generating wireframes for client interaction, and engaged in testing throughout development, aiding in web design and database architecture.
- I managed a team of five members as product manager, ensuring sprint deadlines every two weeks, culminating in the launch of a P2P matchmaking platform for creative agencies and brands looking for creative talent.

Adae formerly Arima.io, Toronto — Co-Founder & Full Stack Developer

January 2015 - June 2016

- Co-founded and developed a P2P web start-up for goods and services, looking to empower the small business owner or entrepreneur.
- Worked closely with designers in creating a unique exchange interface for mobile payments, learning valuable insights through user testing.
- Applied UX research and gained valuable experience in pivoting and working on MVP's through various stages in the product life cycle, while maintaining time and budget constraints.
- 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.
- Learned to communicate with designers and how to perform within dev cycles and constraints while also maintaining milestone development tasks.

EDUCATION

Honours BA Anthropology & Religion, University of Toronto | 2013

Full Stack Web Developer, General Assembly/Bitmaker Labs | 2015

Film and Video Production, George Brown College | 2014

Novos Cineastas Master Class, Fest Training Ground Portugal | 2014

KNOWLEDGE & LANGUAGES

Web Development: Ruby on Rails, Javascript, HTML & CSS, MVC Framework & Database Management

Video Production: Directing, Line producer, Videography, Editing (Premier & Final cut), Focus pulling, Light Design, Casting.

Metrics & Productivity: Google suite, MS Office, Typeform, Trello, Invision, JIRA, Bitbucket, Github, Slack, Balsamiq & RealTime board,

Spanish: Native | English: Bilingual proficiency