SERGIO SABORÍO T.

e: ssergio92@gmail.com linkedin.com/in/sergiosaborio (+31) 6 4778 1466

COMPUTER ENGINEER, CERTIFIED SCRUM PRODUCT OWNER

Education	Instituto Tecnológico de Costa Rica (TEC) Licentiate Computer Engineer		2009 - 2015
Skills	OS X, Windows, Linux, Android	Spanish, English, Portuguese	Prioritization frameworks, Jira, Trello
	Product Management	Data Analytics and User Research	Data Structures, Algorithms & DB
	Git, Continuous Integration	Agile Methodologies	A/B testing

Certificates

Scrum Alliance

Certified Scrum Product Owner

2016

- Helping a company clarify "The What" of a product or project.
- Being an interface between the stakeholders, clients and development team.
- Guiding products to continuously improve while coaching the team as an agile leader.

Udacity

Android Developer

2015

- Conceptualizing, designing, developing and deploying Android mobile applications.

Tech Entrepreneur

2016

- Definition and validation of ideas, UI/UX research, Monetization Strategies, Marketing & Distribution Planning, and Pitch Deck Design.
- Building and assisting technology companies, specially mobile application businesses.

Experience

Booking.com Product Manager

(Graduate) 2016 - 2017, (Junior) 2017 - 2018, 2019 - Present

- Currently managing the redesign on the backend service and the UI/UX of the Bookings List page of Booking.com, to go from a single-product paradigm (accommodations only) to multi-product.
- Defining short and long term product strategy, from MVP design and validation to product scaling to a global audience
- Leading multiple teams of designers, engineers, copywriters, researchers and data scientists, in a multicultural and fast pace changing environment.
- Prioritizing product backlog using self-designed prioritization frameworks, Jira and Trello.
- Leading brainstorming, planning, retrospective and other agile environment related sessions.
- Led the first introduction of cross selling of verticals different from accommodation into iOS and Android apps, based on learnings from user research, competitive and data collection, resulting in a 650% increase sales rate for those products.
- Implemented changes of navigation on the apps of B.com to shift from accommodations only to a multi product store.
- Integrated Multi-Product Navigation into Booking.com guest facing apps.
- Managed App store presence, ranking, ratings, reviews and installation rates.
- Tested solutions using Machine Learning models to improve product conversion.
- Analyzed quantitative data using Google Analytics and qualitative data from user research.
- Executed +100 A/B tests for a B2B e-commerce and a B2C search engine platforms: for web and apps.
- Led A/B testing efforts for a B2C web and Android platforms, to improve product conversion and app acquisition.

Hewlett-Packard Enterprise

Scrum Master 2015 - 2016

- Led a Scrum environment consisting of daily team work and fast problem solving for 3 teams, with 8,7 or 4 constituents.
- Implemented Scrum framework in a tech R&D team with over 20 people. Assisting with the change process of going from a non-agile methodology to an agile one.
- Provided assistance to the R&D team to develop soft skills regarding team interaction, time management skills and communication.

Software/Embedded Engineer at Networking R&D

2015 - 2016

- Developed over 10 new features and programming tests for a networking ASIC with C/C++ language.
- Designed software layer structure and interactions to handle hardware resources.
- Automated Google tests along with job testing using open source tool Jenkins CI, to maintain code quality over two years.
- Maintained the health of 7 product flavors branches, and performing the corresponding periodic releases of products to internal clients.