Luis Cristobal

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EDUCATION

University of California, Santa Cruz   **Los Angeles, CA**
Bachelor of Arts in Art Games & Playable Media; GPA: 3.7   *Expected: June 2024*

WORK EXPERIENCE

Teens Explore Technology Internships   **Los Angeles, CA**
Project Manager   *April 2022 – August 2023*
- Led the first blockchain entrepreneurship program where I created a fast-paced environment by **leading weekly training sessions for 50+ young professionals** to educate them on entrepreneurship skills such as product development lifecycles, **designing B2B SaaS marketable products**, and conducting market research.
- **Improved team efficiency by 80% by utilizing Trello** when coaching ten Scrum leaders in the principles of Agile Scrum Methodology.
- Successfully **mentored 25+ individuals on how to complete agile software development** in addition to their responsibilities such as driving prioritization, digital marketing, and timelines within 9 weeks in order to pitch their app to C-level executives from tech companies such as Snapchat and Dollar Shave Club.

Coach and Mentor   *June 2021 – August 2022*
- **Taught 10 entrepreneurs to create prototypes and adhere to design systems**, enabling them to simply integrate Software as a Service (SaaS) business analytics tools into their decision-making processes.
- Supported 9 beginner entrepreneurs with their product strategy, documentation, and Microsoft Office Products in a competition with a chance at winning $4,000 for their startup idea.
- **Conducted in-depth market research to develop a strategic marketing plan**, enabling the identification of user journey challenges, and being able to have direct user impact.
- Managed the entire project lifecycle, from the initial ideation stage to development and deployment, ensuring delivery of project goals and objectives, and also, managed connections with key clients & stakeholders.

Product Manager Instructor   *June 2019 – May 2021*
- **Increased the use of Trello by 50% in a group of 10+ Product Managers** in order to develop professionally designed pitch decks for a group of 8 stakeholders.
- Collaborated with cross-functional teams, specifically software engineers, to conduct thorough market analysis, thus leading to the development and execution of a strategic product roadmap.
- Managed product backlogs and qualitative data while identifying user needs to **successfully launch complex, user-facing products,** ensuring seamless user experiences and meeting the needs of specific target audiences.

PROJECTS

Meet Code   **Santa Cruz , CA**
Personal Project, Product Manager   *Present*
- **Designed technically complex product features** and managed a programming platform with a professional interface, targeted at increasing collaboration within developers by practicing interview technical questions.
- Conducted user research by testing our platform's design systems in potential engineering departments, attracting over 100 users within the first week of the launch, thus implementing feedback in user experience.
- Analyzed data of hundreds of customer feedback which **increased the design team's productivity by 35% within 2 weeks** and allowed for the creation of an informed product roadmap and product decisions.

Qravings   **Los Angeles, CA**
Case Study, Product Manager   *June 2021 – August 2022*
- Led the development of a mobile AR-based application in order to support small restaurant owners through the damaging effects of the COVID-19 pandemic by transforming regular menu items into interactive 3D models. Customer interactions with the AR menu increased by 70% compared to traditional paper menus.
- **Increased restaurant revenue by over 15% due to the easy user friendly interface** for customers to access. Also, increased the restaurant's user engagement by 30% within a month of the new menu transition.

SKILLS

Technical: Python, HTML, CSS, Bambu Lab, Unity
Technologies: Figma, Adobe Suite, Microsoft Office, Illustrator, Jira, Confluence, Google Slides, Excel
Other: Agile, Scrum, Time Management, Communication, Networking, Interaction Design, Visual Design, High Fidelity Mockups, Prototyping, Usability Testing, Planning, Inventory
Languages: English, Spanish