

## Daniel Cardona

Mobile: (+81)080-2554-9030

E-mail: [jd.cardona30@gmail.com](mailto:jd.cardona30@gmail.com)

LinkedIn: [www.linkedin.com/in/danielcard](http://www.linkedin.com/in/danielcard)

Medium: [@daniel.cardona](https://medium.com/@daniel.cardona)

GitHub: <https://github.com/elbuenmitch>

Website: [www.danielcardona.co](http://www.danielcardona.co)

Blog: <https://medium.com/reading-as-a-habit>



## Professional Profile

---

Producer (Agile PO + PJM) for the Transportation Management Systems business unit in Rakuten, the largest Japanese E-Commerce site. Working relentlessly to build high impact projects from the ground up that make our operation more reliable, better in quality and that ultimately make the customer happier.

Formerly performed as Product Manager in the AI Robotics business unit at Nextremer, a Japanese company enabling cars and other hardware to see and talk. MBA 2017 graduate from Waseda Business School, Tokyo.

Industrial Engineer graduated from Universidad de los Andes, Colombia. 7+ years of experience in technology project development, financial markets and B2B sales.

Main skills include product definition, business plan development and execution, strategic planning for new ventures, market research, budgeting, finmath, portfolio management, and capital markets.

In my spare time, I write Javascript, mock-up wireframes for apps that don't exist yet, teach photography, maintain a blog about book reviews and share in a Podcast about lessons learned.

## Skills

---

Product Definition

Roadmap Construction and Diffusion

International Business Strategy

Management

Market Research

Product Planning

Business Plan Development

Digital Marketing

Web Development

Writing

## Education

---

### Waseda Business School of Commerce

*International MBA*

Graduated in Fall 2017

### CFA Institute (*Chartered Financial Analyst*)

*Presented and approved CFA Level 1*

### Udacity

*Introduction to Self Driving Cars*

Certification received in April 2018

### Universidad de los Andes

*Industrial Engineer*

Graduated Sep. 2010

GPA: 4.0/5.0

## Working Experience

---

**Rakuten (Japan):** *Product Manager - Rakuten Express - Last 1 Mile Delivery*

<http://express.rakuten.co.jp>

Rakuten is the largest online retailer in Japan and because of the magnitude of its operation it decided to enter the logistics business. As a Product Manager in Rakuten Express, Rakuten's Last-One-Mile delivery service, I play the role of Product Owner/Product Manager in an Agile team, where some of my tasks include:

**May 2019 – (Current employer)**

- Obtaining deep understanding of the operational logic and business flow that the company is pursuing for its logistics operation in the long term.
- Product planning based on user research and collected data from previous iterations of the services we offer.
- Communal construction, socialization and maintenance of product roadmaps that allow various parties to stay on top of what the division's direction is and by what timeframe it's planning to get there.
- Creation of documents that serve as a basis for the users, management, developers and QA teams to understand the nature and details of the features to be built into the existing products.
- Definition of KPIs to track the performance of the existing product suite and guide product decisions.
- Creation of dashboards that allow the teams to follow KPIs.
- Doing stakeholder management and expectation control, so that we can stay focused on the work at hand without overpromising.
- Writing user stories, creating application mockups, writing confluence pages, building budgeting spreadsheets, designing interaction flows, meeting with users to collect feedback, or any kind of support that the team needs to get clarity on the kind of work that needs to be done in order to move us closer to the goal of building a more maintainable, reliable, efficient and cheaper last one mile solution for Rakuten.

**Nextremer (Japan): Product Manager**

**Sep. 2016 – Mar 2019**

<http://nextremer.com>

Nextremer is an AI research lab using NLP and Image Processing to create value for corporations. I lead the creation of a Computer Vision SaaS, that allows users to implement object recognition based on only one sample image, as opposed to other methods that require large amounts of labeled images for training.

This process included the following activities:

- Initial market analysis and value chain decomposition, in collaboration with the research team, which allowed me to identify an opening in the market where this product made sense and was necessary.
- Designed and ran customer research activities (including survey and interviews), in collaboration with the sales team, to determine the features necessary in the MVP.
- Consumer journey research by doing a technical deep dive on machine learning tools and practices, including data collection with scraping libraries such as Splinter and Selenium, and image classification using OpenCV and Python (see the Udacity course on Self Driving Cars on the education section above), and implementation of existing computer vision APIs such as Google Vision Cloud.
- Consolidate the value proposition and go-to-market plan, which included a year long budget for the product's launch and promotion.
- Coordinated the construction of a promotional landing page (which I wrote using plain JS) with the product's description, a demo video (which I produced using Adobe Premiere) and a demo section (which I built using JS in the front, and PHP and Python in the back) where users could test the engine.

Other projects in the company where I participated included representing the company in startup competitions and generating numerous international leads for its NLP solution (<https://bit.ly/2TWKTYG>). I also ran the corporate blog for international markets (<http://journals.nextremer.com>).

**Alianza Valores, Broker Dealer (Colombia): Trader and Institutional Sales**

**Nov. 2013 – Apr. 2015**

<https://www.alianzavalores.com.co/>

Built information tools on VBA Excel to generate business ideas. Recovered numerous unprofitable accounts. Built an algorithmic approach to manage a portfolio of pensional bonds that made trade recommendations based on market variables. With this tool we were able to attract new customers and increased the monthly income from the accounts under my supervision by more than 200%.

**Los Otros Producciones – Advertising Startup (Colombia): Co-Founder, CFO**

**2012 - 2014**

<http://epigrama.co/losotros/projects/xose.html>

Secured working capital from angel investors and ran the finances of the company. Managed the temporary staff that we used for the productions.

**Porvenir Pension Fund (Colombia): Fixed Income Trader**

**Nov. 2010 – Nov. 2013**

<https://www.porvenir.com.co/>

Managed six corporate debt portfolios worth about \$USD 1.5 billion and achieved alpha of 2% using algorithmic models and simulations in Excel. Automated all the reporting tasks using VBA Excel.

**Heinsohn Business Technology – MIDAS Project (Colombia):** *Financial Support Engineer* **Feb. 2010 – Nov. 2010**  
<https://www.heinsohn.com.co/>

Bridged the relationship between external customers and our development team. Helped decrease the times spent by the quality assurance team by suggesting best practices in the process and increased customer retention twofold.

**Universidad de los Andes (Colombia):** *Programming and Finance Teacher Assistant* **Aug. 2006 – Feb. 2010**  
<https://uniandes.edu.co/>

Imparted biweekly classes of Object Oriented Programming in Java, while taking my Industrial Engineering undergraduate. Checked the exams.

---

## Others

---

### **Technology Stack:**

Programming: Javascript, CSS, HTML5, VUE.JS, Firebase, Python, PHP, SQL, OpenCV, Selenium/Splinter, VBA for Excel, JS for the Google Suite.  
Design: Adobe XD, Photoshop, Illustrator, Premiere Pro, Google Draw.  
Dev. Mgmt: Jira, Trello, Confluence.  
Productivity: Excel, Google Sheets, PowerPoint, Google Slides, Keynote, Slack.  
Visualization: Tableau, Chart.js, Excel.

### **Languages:**

Spanish: Native.  
English: Full professional proficiency.  
Japanese: JLPT N2 approved in Sep 2019.

### **Portfolio:**

Industry Analysis Samples:  
Connected Cars: <https://bit.ly/2RPdbqG>  
Chatbots: <https://bit.ly/2T0jqFk>  
OCR and Robotics: <https://bit.ly/2Ru57MB> and <https://bit.ly/2Fv9SPz>  
Mobile Games: <https://bit.ly/2QUpa1p>

### **Recognitions:**

Monbukagakusho Honors Scholarship 2015 and 2016 (Japanese Govt.)  
Reserved Scholarship for Successful International Examinees (Waseda Univ.)  
Waseda IMBA Dean's List 2015 and 2016.

### **Hobbies:**

Book reading and reviewing here: <https://medium.com/reading-as-a-habit>  
Podcasting for Spanish speakers about Product Management here: <https://www.afterworkenespanol.com/>  
Playing Squash.