

Daniel Cardona

E-mail: jd.cardona30@gmail.com

LinkedIn: www.linkedin.com/in/danielcard

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

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

Website: www.danielcardona.co

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



Professional Profile

Product Manager with a relentless passion for solving problems with technology, and experience building products that use Machine Learning and Computer Vision. Currently working at Nextremer, collaborating with various teams from Research, Design, Development and Sales to create a SaaS that enables roboticists and manufacturers to implement scalable applications with object recognition based on a single sample image. MBA 2017 graduate from Waseda Business School, in Tokyo. Industrial Engineer graduated from Universidad de los Andes, Colombia.

Experience doing Product Management and Corporate Sales in IT (2.5 years) and financial markets (5+ years), and 2 years as CFO for a digital advertising startup (side job while in the financial industry).

Currently looking for opportunities to assume a product management role in an IT company building great products, with an international environment and expansion plan.

On my spare time I read non-fiction books, learn about new technologies and help a company in AgTech and one in EdTech design their value propositions.

Skills

Product Mgmt.

International Business Strategy

Market Research

Product Planning

Automation and RPA

Cross Functional Team Mgmt.

Digital Marketing

Web Development

Writing

Corporate Sales

Leadership

Coding

Education

Waseda Business School of Commerce

International MBA

Graduated in Fall 2017

Udacity

Introduction to Self Driving Cars

Certification received in April 2018

CFA Institute (*Chartered Financial Analyst*)

Presented and approved CFA Level 1

Universidad de los Andes

Industrial Engineer

Graduated Sep. 2010

GPA: 4.0/5.0

Working Experience

Nextremer (Japan): *AI Robotics Product Manager*

<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.

Sep. 2016 – (Current employer)

This process included the following activities:

- Conducted 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 a survey that, in collaboration with the sales team, served to gather the usability and deployment expectations of the current customers of the company in other lines of business.
- Conducted user 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.
- Consolidated the value proposition and go to market plan, which included a yearlong budget for the product's launch and promotion.
- Coordinated the construction of a promotional landing page (which I wrote using HTML, CSS and jQuery) with the product's description (for which I wrote the copy in coordination with the research team), a demo video (which I produced using Adobe Premiere), and a demo section (which I prototyped using jQuery in the front, and PHP and Python in the back, and then coordinated with the engineers for them to deploy live) where users could test the engine.
- Collaborated with the designers to create promotional materials for exhibitions.

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>), designing and executing a user research survey regarding the use of Chatbots (<https://goo.gl/forms/HMLBNb6xDuH9PzV82>), and running the corporate blog for in English (<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 in hand, I collaborated with the retail sales team, the research team, operations and legal, to offer customers an investment alternative that the company wasn't offering before. With this, 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. Performed extensive task automation of all the reporting for my team using VBA Excel and SQL.

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: Photoshop, Illustrator, Premiere Pro, Adobe XD, Google Draw

Marketing: Google Analytics, Hotjar.

Productivity: Excel, Google Sheets, PowerPoint, Google Slides, Keynote, Slack, Trello.

Languages:

Spanish: Native.

English: Full professional proficiency.

Japanese: Professional proficiency.

Portfolio:

Industry Analysis Samples:

Connected Cars: <https://bit.ly/2RPdbqG>

Chatbots: <https://bit.ly/2T0iqFk>

OCR and Robotics: <https://bit.ly/2Ru57MB> and <https://bit.ly/2Fv9SPz>

Mobile Games: <https://bit.ly/2QUpa1p>

Chatbot Usage Survey: <https://goo.gl/forms/HMLBNb6xDuH9PzV82>

International Expansion Plan: http://danielcardona.co/nextremer_latam.pdf

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.