

# Robert Sanchez

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*Digital Product Strategy & Design Consultant with over 7 years experience creating digital products for influencers and organizations. Skilled in all aspects of customer-centric product design as well as project management with a focus on timely communication and empathy.*

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## Professional Experience

### **Freelance Designer & Entrepreneur • 2012 – Present**

Building mobile apps and websites for clients and for passion

- Work with influencers & organizations to take their product from inception to launch in 3 months or less employing design thinking and agile methodologies to deliver customer value
- Founded and launched 3 mobile app businesses as well as completing several weekend long hackathons, including winning the national prize at AngelHack

### **Instructor • Waymo (Google Self-Driving Cars) • 2016 – Present**

Responsible for strategy & training delivered to autonomous vehicle operators

- Promoted twice within one year to be a leader in the organization tasked with mastering dozens of learning styles and communication preferences to ensure success with dozens of employees

### **Project Manager • Downtown Streets Team • 2014 – 2016**

Launched & manage a social enterprise that employs homeless individuals

- Designed and launched 3 websites for the organization and successfully crowdfunded the project
- Manage the entirety of the project including a team of 7 employees and a manager

### **UX & Product Marketing Manager • Waygo • 201 – 2014**

Waygo is a mobile application that uses a camera to translate printed languages while traveling

- Executed 2 major UI/UX application redesigns based on user feedback, built and maintained parts of the website and guided the product development roadmap
- Developed user acquisition & revenue strategy that resulted in 100,000 downloads, 70,000 YouTube views, 15 press mentions, 5% paid conversions & over \$50,000 of revenue in year one

## **Professional Skills**

### **Computer Skills & Programs**

UI/UX Design, HTML, CSS,  
Sketch, Photoshop, Balsamiq,  
InVision

### **Public Speaking**

Audiences up to 500

## **Startup Accelerators**

### **500 Startups**

Mountain View, CA 2013

### **Betaspring**

Providence, RI 2011

### **Founder Institute**

Boston, MA 2010

## **Accomplishments**

### **Grand Prize Winner**

AngelHack National Startup  
Competition, 2012

### **Commendation • City of Providence**

Awarded by Mayor for  
services to community