

RUBEN AVILA AGUILAR

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PRODUCTION AND PRODUCT SUPPORT

With over two years of combined experience coaching, leading, supporting and mentoring teams, I am looking to leverage creative insight, customer experience, and problem-solving in product development for web and video.

As a resourceful individual, I identify customer needs, assess user problems, organize and build teams, and develop strategies to solve complex problems ensuring that projects and people succeed.

I exercise a proven ability to implement and facilitate procedures, adapt to change and proactively optimize resources resulting in timely deliveries under tight schedules.

SKILLS & LANGUAGE

Communication | Problem Solving | Leadership | On-boarding | Customer Experience | Mentorship | Research | Conflict Resolution | Resilience | HTML & CSS | JavaScript | Spanish: Native | English: Bilingual proficiency

PROFESIONAL EXPERIENCE

Booking.com Toronto, ON— Customer Service Senior Specialist March 2018 – September 2020

- Efficiently resolved high complexity scenarios by maintaining effective and proven rapport with clients and stakeholders, executing mutually beneficial solutions and de-escalating high-risk, and time sensitive complaints that reached the media, consumer unions or top executives.
- Crafted, and implemented action plans to manage crises, protect client assets, minimize economic impact and improve expectations while continuing to drive customer loyalty and increase customer satisfaction.
- Supported team leaders/managers in building high performing teams by coaching executive and specialist agents: providing feedback, personalized guidance, and case studies; enabling them to take ownership of cases and succeed in their roles.
- Reported product errors or bugs and crafted support tools such as a COVID-19 support library that organized, updated and simplified the sensitive new procedures being implemented, allowing agents to simplify their workload, enabling them to focus on the customer.
- Led meetings and organized team building activities to strengthen team interaction and improve morale.
- As Ethics Mentor, I created and managed communication plans and materials to ensure the staff and office could uphold company values and be aware of updates and changes to the code of conduct.

Mexico Media Lab Mexico City, Mexico — Project/Product Manager November 2016 - March 2018

- Applied market research, customer insight and analysis by conceptualizing a canvas model and assessing the product's user requirements.
- Established use cases for the user interface, generating wireframes for client interaction, and engaged in testing throughout development, aiding in web design and database architecture.
- Managed a team of five members ensuring sprint deadlines every two weeks, culminating in the launch of a P2P matchmaking platform for creative agencies and brands looking for creative talent.

Adae formerly Arima.io Toronto, ON — Co-Founder & Full Stack Developer January 2015 - June 2016

- Co-founded and developed a P2P web start-up for goods and services, looking to empower the small business owner or entrepreneurs in creating a unique exchange interface for mobile payments, learning valuable insights through user testing.
- Applied UX research and gained valuable experience in pivoting and working on MVP's through various stages in the product life cycle, while maintaining time and budget constraints.
- Re-formatted and re-launched a web product, which visualized data collected from fun, interactive polls and comments resulting in the increase of user base and participation.

EDUCATION

Honours BA Anthropology & Religion, University of Toronto | 2013

Full Stack Web Developer, General Assembly/Bitmaker Labs | 2015