

CHRISTOPHER DÍAZ

Product Owner

Master Design
& Web Analyst



Job Experience (last jobs)

Walmart México - Web Analyst and UX/UI Consultant

Date: 2016 - 2021

- I Act as an advisor in the development of digital products, focusing on user experience (UX) and user interface (UI).
- I Conduct analysis of Walmart Mexico websites and apps to enhance their performance and identify problems and opportunities for improvement.
- I Implement new techs in digital products and develop special projects aimed at boosting sales through digital media.

Weber México - Ecommerce Specialist

Date: Jun 2021 - Jun 2022

- I Develop monthly strategies and campaigns aimed to increasing online sales, collaborating with agencies for on and offline initiatives to reach sales objectives.
- I Oversee updates to the front and back end of the website and app for MX, implementing new techs designed to enhance sales performance.
- I Weekly sales reports and performance analysis. Also providing support for order tracking issues and promotional checkouts.

Bykon Consulting - Product Manager

Date: Jun 2022 - Oct 2023

- I Gathering tech requirements from the client and transforming them into high-quality digital products
- I Monitoring product development and planning process such as number of personal required, skills, salaries, delivery timelines, objectives, techs to use, etc. And delivery a weekly or byweekly project.

Nestlé IT MX - Product Owner

Date: Nov 2023 - present

- I In charge of all the support of CIAM and SFMC (first party data products) for North America Markets (NUSA & Canada)
- I Facilitator of communication between global and local teams to resolve issues or opportunities in CIAM and SFMC
- I Comprehensive project development plan aimed at improving the functionality and performance of CIAM and SFMC for NA

Graphic Design Bachelor's Degree

Professional ID: 13776100

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📷 Cdiazcruz8

👤 Christopher Díaz

🌐 www.cdiazlab.com

- I Flexibility and change adaptability
- I Teamwork
- I Work under pressure
- I Focus on detail
- I Analysis and problem solving
- I Multiplatform learning

Data

- I Google Analytics
- I Data Studio
- I Search Console
- I Firebase
- I My SQL
- I CIAM
- I SFMC

Design

- I Suite Adobe
- I Figma
- I InVision

Web

- I HTML5
- I CSS3
- I Javascript
- I React

Work experience +13 years

Education

CONTACT

SKILLS

SOFTWARE