

Diego Núñez

Product Strategist | Rapid Prototyping | Lifecycle & Growth

Austin, TX | +52 55 2278 0692 | nunezmtz.diego@gmail.com | linkedin.com/in/nunezmtzdiego | diegonmtz.com

Summary

Product strategist turning qualitative + quantitative signal into lifecycle roadmaps, prototypes, and measurable outcomes. I run continuous discovery, translate insights into prioritized bets, and ship end-to-end member journeys (onboarding → engagement → retention) using rapid prototyping (Figma + AI-assisted build loops) and performance dashboards.

Impact Highlights

- Conducted **multiple executive interviews daily** (often **2+ per day**) across EN/ES/PT to shape priorities and positioning.
- Delivered **100+** initiatives and experience artifacts (programs, reports, newsletters, and event series) aligned to business goals and lifecycle outcomes; online events averaged **38%** attendance.
- Increased engagement by **30%** and sustained **~45%** average email open rate through lifecycle experience design and automation.
- Rebranded and restructured the program experience to clarify value and strengthen distribution, growing membership from **3k** → **5k** in two years.

Core Strengths

- **Product strategy:** prioritization, opportunity framing, outcomes-based roadmaps, stakeholder alignment, strategy narratives
- **Discovery & synthesis:** executive and customer interviews, journey mapping, insight synthesis, hypothesis shaping
- **Lifecycle & growth:** onboarding, retention, member experience, segmentation-minded comms and automation
- **Execution & prototyping:** high-fidelity prototypes (Figma), design systems, AI-assisted build loops (Codex, Claude Code, VS Code)
- **Measurement:** dashboards, performance reporting, insight briefs, stop/continue recommendations

Experience (Reverse Chronological)

Independent Product Strategist — Mashinova (Product Agency for SMBs) | 2024–Present

- Lead product discovery and MVP definition for small and medium business products, from problem framing to prioritised backlogs.
- Build prototypes from idea → high-fidelity → version-ready experiences, using Figma, design systems, and AI-assisted coding workflows (Codex, Claude Code, VS Code) to accelerate stakeholder alignment.
- Shipped a chatbot prototype that can be trained only on user-provided information (private knowledge base) to deliver context-aware answers and workflows.
- Define requirements, user journeys, and lightweight PRDs; run alignment reviews and support go-to-market narrative and stakeholder comms.

InVision — Design Leadership Forum Director (Product Strategy & Member Experience) | 2021–Aug 2024

- Owned the member experience lifecycle: onboarding, programming, and ongoing engagement across web + email automation (Marketo) + LinkedIn; increased engagement by **30%** and sustained **~45%** average email open rate.
- Ran continuous discovery through **multiple executive interviews daily** (often **2+ per day**) across EN/ES/PT plus direct member feedback; synthesised insights into opportunity areas, hypotheses, and quarterly priorities.
- Built and executed an outcomes-based plan and delivered **100+** initiatives and experience artifacts (reports, event series, newsletters) aligned to business goals; averaged **38%** attendance for online events.
- Led the program rebrand and shipped iterative experience cycles: refreshed positioning, improved information architecture, refined onboarding, and evolved content programming to improve activation and retention.
- Produced monthly performance dashboards and insight briefs to align stakeholders on what to build next and what to stop.

InVision en Español — Content & Community Manager | 2018–2020

- Built the initiative from zero to **600** followers; grew a YouTube channel to **40K** watch-time minutes.
- Produced **3** product tutorials and delivered **4** workshops (**400+** attendees); managed social across **4** platforms.

Additional Experience

Prototypr.io (Content Partner, 2018–2020) | Angel Ventures (Business Analyst Intern, 2016–2017) | Phyne Games (Business Manager, 2013–2015)

Selected Research & Reports (Independent)

- **Ecosystem Leadership Report: Design 2025** — research for Design and Product executives; developed with contributions from leaders at Google, AWS, and other Fortune 500 companies.
- **The State of Design Leadership (2023)** — executive-focused report on the evolution of design leadership and operating models.

Education & Certifications

B.A., Business Administration — UTEL University

Strategic Management & Innovation — Copenhagen Business School

IBM Enterprise Design Thinking Practitioner

Financial Markets — Yale University

Languages

English (Full professional) | Portuguese (Full professional) | Spanish (Native)