

Daniel J. Ruiz

Seeking Associate Product Manager and Product Manager roles

- danielruiz510@gmail.com
- danieljruiz.com portfolio and case studies
- [linkedin.com/in/danielruiz510](https://www.linkedin.com/in/danielruiz510)

SUMMARY

I build software products, put them in front of customers, and use what I learn to decide what changes next. Before building products, I spent more than a decade with startups and SaaS companies across marketing, customer research, customer success and project management. I am not an engineer. I use AI to build working software so I can test ideas with real users instead of stopping at a wireframe.

PRODUCTS BUILT

Crewli, Co-Founder

2026 to present

- Restaurant operations platform, six restaurants live and three paying. I own product, design, implementation, onboarding and support. My partner owns sales.
- Shifted the product from a digital binder to a system of record, after customers kept asking for proof that work had happened rather than for more documentation.
- Reframed the most requested feature, in-app chat, into a narrower communication problem, and built a live bulletin board instead.
- Shipped English and Spanish from version one, because many New York kitchens include staff who do not read English.
- Priced against the operating reality of a restaurant rather than competitor pricing: **\$500 onboarding and \$150 per month.**

Hierro Vivo

2026

- Spanish language Android habit tracker, published on Google Play.
- Built around one rule, that an unlogged day is unknown and never zero. That decision shaped the scoring model, the calendar, progress tracking and the business model.
- Removed paid streak repair, the category's standard revenue model, because it contradicts the scoring the product exists for.
- Shipped with no accounts, no server and no internet permission, so data never leaves the device.

Product Builder Academy

2026

- Learning platform for people who work with software teams without becoming engineers. Wrote 110 lessons for one journey and mapped 86 for the other.
- Replaced points and streaks with mastery levels, after concluding that activity does not reliably measure understanding.
- Kept an eighteen entry decision log with rejected options and accepted tradeoffs, including reversing the teaching format after testing it.

PROFESSIONAL EXPERIENCE

OpenBOM, Marketing Consultant

2020 to 2025

- Owned marketing for a SaaS company across the website, blog, CMS, newsletter and social channels.
- Interviewed trial users to find out what they were trying to accomplish, where they got stuck, and what they expected from a product like this.
- Turned those conversations into feedback for the head of sales and growth, and ran the CRM so the record stayed usable.

Salesbox, Customer Success Manager

2018 to 2022

- Onboarded B2B clients onto a done for you sales system, kickoff to launch in five days.
- Worked with the teams building each client's outreach, on target accounts, messaging, sequencing and campaign structure. I was the connection between the two.

Nix The Suit, Digital Marketing Specialist

2015 to 2026

- Worked with startups and established businesses across SEO, paid acquisition, analytics, CMS management and content marketing.
- Built sales funnels from first touch to purchase, measuring success by customer behavior and conversion rather than by output.

Up Automation, LinkedIn Lead Generation Specialist

2015 to 2017

- Built targeted outreach campaigns from audience selection through messaging and reporting.
- Measured performance against client goals and refined targeting on the response data rather than on assumptions.

Jubilant Web, Senior Project Manager

2013 to 2015

- Managed ten to fifteen client projects at once across design, content and remote development teams in different time zones.
- Confirmed feasibility with the team before committing to a delivery date or a scope.

EDUCATION AND LANGUAGES

Education LaGuardia Community College, A.A.S. New Media Technology. City College of New York, coursework.

Languages English, native. Spanish, full professional.