Roberto Aguirre Guardia

Product Manager · AI first: builds with Claude Code and AI agents every day (investigation, data analysis, requirements, QA, reporting) · Fintech and payments: registration, onboarding, identity and authentication journeys · Discovery, requirements and outcome metrics · English C1

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SUMMARY

Product professional who works AI first, using **Claude Code and AI agents every day** to investigate problems, analyze data, refine requirements, run QA and report on outcomes. **Fintech and payments background** (digital credit origination in banking: registration, onboarding, identity verification and authentication journeys). Strong at **discovery** (product data, customer feedback and research into friction), turning findings into clear **problem statements, hypotheses and recommendations**, and at **execution** (requirements, user stories, acceptance criteria, backlog refinement, sprint planning and releases). Hands on with **verification before and after release**, **feature flag rollouts**, and investigating behavior with logs and product data. Owns initiatives through to **measurable outcomes**, not just delivery, working across Engineering, Design, QA, Data, Compliance and regional teams. Spanish native, English C1.

EXPERIENCE

Head of AI, Innovation & Product · **DigitalHubAssist** — Oct 2024 · Present

United States (LLC) · Remote · AI first product work · Anthropic partner program

- Works **AI first**: uses **Claude Code and AI agents daily** to investigate problems, analyze data, refine requirements, run QA and report outcomes, and builds the team's AI automations and workflows.
- Owns product end to end: **discovery, requirements, user stories and acceptance criteria** through release and **measurement**, with hands on verification, feature flag rollouts and observability. Under this leadership, **DigitalHubAssist** reached **Registered Partner status in Anthropic's partner program**.

Product / Delivery Lead · **NTT DATA** — Apr 2021 · Oct 2024

Financial services · Banking (Grupo AVAL)

- Owned delivery of **CrediCore**, a **digital credit origination** product (registration, onboarding, identity and verification, decisioning): drafted **requirements and acceptance criteria**, refined the backlog, coordinated Engineering, QA and **Compliance**, and took it to production with measurement.

Digital Product Delivery · **VASS · GlobalHitss · Tecnocom** — 2012 · 2021

Banking · Pensions · Insurance · Health

- Delivered **digital journeys and onboarding channels** across regulated sectors (Porvenir self service channels, **LATAMDIGITAL 2019 award**), gathering requirements, coordinating Design and QA, and improving customer journeys.

SKILLS

AI first product work: Claude Code and AI agents daily for investigation, data analysis, requirement refinement, QA and reporting; building and improving team AI workflows and automations

Discovery & execution: product data, customer feedback and research, problem statements and hypotheses, requirements, user stories, acceptance criteria, backlog refinement, sprint planning, releases

Quality & rollouts: hands on verification before and after release, feature flag rollouts (expand, pause, adjust), investigating behavior with logs and product data, edge cases and country specific requirements

Fintech & data: payments and remittances context, registration, onboarding, identity verification and authentication, regulated and compliance aware; SQL, APIs, event tracking, product metrics; work tracking and docs (Jira, Confluence or similar)

Education & languages: degree in Systems Engineering (U. de Lima) + MBA (Tecnológico de Monterrey) · Spanish native · English C1