

MAXIMILIANO DIAZ

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[LinkedIn](#) • [GitHub](#) • [Neat Photo on App Store](#)

PRODUCT LEADER - GAME SYSTEMS, LIVE PRODUCTS & APPLIED AI

Product leader and systems design expert with 15+ years shipping complex consumer products, live-service games, internal platforms, and AI-powered tools. Deep background building engagement, progression, economy, monetization, and live-ops systems across Call of Duty, Tetris, Harry Potter, Star Wars, Transformers, and original consumer products. Recently founded and launched Neat Photo, an AI-native photography coaching app, and now extends that systems/product approach into LLM-powered tools for expert workflows.

CORE STRENGTHS

Game systems and consumer product design:

Engagement, progression, economy, monetization, events, rewards, retention, live operations, and user-facing product mechanics.

Platform and tooling design: Reusable frameworks, configuration-driven systems, internal tools, simulations, balance models, and workflows for non-engineering operators.

Product leadership: Problem framing, roadmap planning, feature specs, stakeholder alignment, cross-functional execution, launch planning, iteration, and quality evaluation.

Applied AI product development: LLM workflows, structured outputs, prompt architecture, model routing, AI evaluation, hallucination mitigation, human-in-the-loop review, and trust-oriented UX.

PROFESSIONAL EXPERIENCE

Stanford Genome Technology Center, Stanford University - AI Product & Tooling Consultant

Apr 2026 - Present

Contract

- Designing and building an internal AI review platform for SGTC researchers across manuscript readiness, NIH-style grant review, and research ideation workflows.
- Built a multi-stage LLM review pipeline that ingests research artifacts, validates submission readiness, scores against configurable rubrics, gates incomplete work, orchestrates simulated reviewer panels, and synthesizes prioritized action lists.
- Created runtime-configurable review systems using Markdown/YAML specs for rubrics, gate predicates, journal/funder targets, reviewer personas, and study-section behavior.
- Developing human-in-the-loop workflows with evidence-linked feedback, structured scorecards, resubmission paths, and audit logic that filters ungrounded AI recommendations.

Copihue Studio - Co-Founder & CEO

Dec 2024 - Present

- Co-founded and launched Neat Photo, an AI-native photography coaching app with daily challenges, scoring, critique, coaching, collectibles, and progression; shipped from zero to App Store release in 7 months with a 2-person team.
- Built the AI evaluation framework for photo critique across exposure, focus, composition, creativity, and theme alignment using multimodal LLM prompts, structured scoring, and localized coaching output.
- Delivered nearly 9,000 AI critiques, nearly 3,000 installs, and 1,000+ activated users in the first 3 months; activated-cohort retention reached 45.9% D1 / 19.6% D7 / 7.7% D30.
- Invented Emoji Capture, a 101-emoji collectible system with rarity tiers mapped to elements detected in users' photos, creating a lightweight collection layer on top of daily photo-taking behavior.
- Operated the product end to end as a hands-on founder: product vision, roadmap, specs, SwiftUI/backend/AI implementation direction, analytics, App Store assets, user feedback, AI costs, prompt tuning, and launch iteration.

Activision Blizzard - Design Lead

May 2021 - Nov 2024

- Directed metagame design and live operations for Call of Duty: Warzone Mobile, the franchise's first full-scope mobile launch, built by a 400-person cross-studio team.
- Led 3 senior designers and owned in-game event execution across weekly live operations, progression systems, rewards, ranked-play structures, and mobile accessibility adaptations.
- Architected a unified Event Framework that let Live Ops and design teams deploy weekly events without engineering support, turning recurring manual work into a reusable product platform.
- Built economy models, progression simulations, and balance validation tools to tune event difficulty, reward pacing, and player progression against live performance data.
- Drove cross-functional alignment across design, engineering, production, analytics, and franchise stakeholders, including coordination with distributed development partners.

N3TWORK - Senior Product Manager / Design Lead

Dec 2018 - May 2021

- Directed product and live-ops strategy for Tetris mobile, adding social competition, player progression, cosmetics, and live events to expand long-term engagement.
- Designed core gameplay systems for Legendary: Game of Heroes, including balance, retention loops, monetization mechanics, and event structures.
- Partnered with engineering, analytics, production, and art teams to define feature requirements, validate economy behavior, and operate live-service content.

Jam City - Platform Product Manager / Design Lead

Nov 2016 - Oct 2018

- Served as product/design lead on Jam City's central platform engineering team, translating game-team needs into reusable systems and backend-supported feature frameworks.
- Designed and shipped the company's first PvP framework for Panda Pop, driving a 12-20% ARPDAU increase during events.
- Created a Seasons meta-event system that drove a 5% increase in monthly revenue across the title.
- Led live-service feature design for Harry Potter: Hogwarts Mystery, including systems, progression, events, and player-facing flows.

DeNA - Product Manager / Design Lead

May 2010 - Jan 2016

- Conceptualized and launched Transformers: Legends, reaching Top 10 grossing on the US Google Play Store.
- Directed product strategy and design for Star Wars: Galactic Defense, building and mentoring a team of 5 designers while navigating IP approval processes with Lucasfilm and Disney.
- Led design and product execution across multiple mobile titles, spanning gameplay systems, economies, UI/UX flows, monetization, retention loops, and live operations.

EDUCATION & TECHNICAL SKILLS

Education: Bachelor's Degree in Digital Animation and 3D Modeling, UDLA, Chile

Programming & Platforms: Swift, Python, SQL, TypeScript, SwiftUI, FastAPI, Firebase, Google Cloud, Cloud Run, BigQuery, Unity Engine, Xcode

Design & Creative Tools: Figma, Photoshop, Lightroom, Premiere, After Effects

AI / LLM Systems: LLM API integration, structured outputs, prompt architecture, model routing, AI evaluation, agent orchestration, hallucination mitigation, human-in-the-loop review systems, OpenRouter, OpenAI APIs, Anthropic APIs, Google GenAI SDK

Data & Analytics: BigQuery, Tableau, Databricks, Grafana, Meta Ads Manager

Languages: English - Full Professional; Spanish - Native