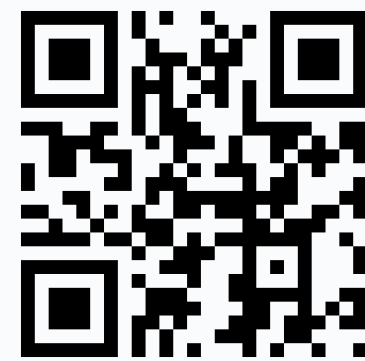


# Eddy Muñoz



Product [Manager](#) // Product [Designer](#) // Product [Analyst](#)

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## WORK EXPERIENCE

### Senior Technical Product Manager

[MetaXdata, Inc.](#) [AUG 2019 – Present]

- While referencing the established database schema, design the MetaWiki's UI in order to intuitively display the internet's complex schema of websites and data flow
- As a technical product manager, utilize Amazon Mechanical Turks's API to deploy and manage 1,000+ global tasks for data collection purposes in order to populate the MetaWiki with data
- Using Postman, fetched HTTP Archive files (HAR) for parsing in order to populate the MetaWiki with analyzed and flagged data-points
- Organizing common UX flows across e-commerce sites in order to streamline the auditing of cookie data flows
- Write SQL queries within Metabase to organize and execute on the extensive global data collection strategy

MetaWiki: a wiki outlining the internet's websites and their flags non-compliances

### Product Manager

[MetaXchain, Inc.](#) [AUG 2018 – AUG 2019]

- Organized and led the go-to-market strategy for Audits while analyzing the competitive B2B bot-detection market in order to develop an innovative analytics dashboard for media campaigns
- Worked alongside the Sales team to demo the dashboard to 50+ potential global leads on a daily basis
- Established a streamlined connection with the Accounts team to analyze existing customer problems and generated features which allowed customers to reallocate over \$500,000 in campaign spend
- Fully designed the dashboard's UI while referencing Ant Design's component library for streamlined development
- Utilizing ZenHub's tools within GitHub, led a scrum-style agile development process across a team of 5 engineers for on-time deployments of features and security updates

Audits: a dashboard tracking media campaigns and website analytics for fraudulent views

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WORK EXPERIENCE (cont.)

Product Manager

adChain, Inc. [MAY 2017 – AUG 2018]

- While referencing the technical white paper, led the cross-team development and launch of the adChain Publisher Registry by organizing and continuously referencing the strategic product roadmap
- Established and drove the product vision by being the liaison between the engineering, business, and design teams through daily and weekly check-ins
- With minimal guidance, led the innovative UI/UX design of a blockchain-based voting and staking protocol while utilizing Sketch for UI design and InVision for UX testing
- While analyzing usage data and leading feedback workshops, created features in order to ease the UX of a blockchain-based app

adChain Publisher Registry: an incentive-based blockchain app for whitelisting non-fraudulent digital domains

EDUCATION

Bachelor of Arts in Economics

Pepperdine University // Malibu, California [2013 – 2017]

Bachelor of Science in International Business

Pepperdine University // Malibu, California [2013 – 2017]

Certificate of International Business and Relations

Fudan University // Shanghai, China [2014 – 2015]

SKILLS

Product Manager Technical Skills

- |                               |                                |
|-------------------------------|--------------------------------|
| • Scrum and Agile Development | • Intermediate HTML/CSS Skills |
| • Product Roadmapping         | • Proficient in CLI GIT        |
| • Experience Writing PRDs     | • ZenHub Tools on GitHub       |

Product Designer Skills

- Sketch & InVision
- Led 3 UX Workshops
- Component Libraries

Product Analyst Skills

- SQL on Metabase
- Proficient in DB Schemas

General Skills

- Bilingual in Spanish
- Microsoft/Google Office Apps