

# Efraim Barriuso

[0xefra@gmail.com](mailto:0xefra@gmail.com) – +1 (849) 458-7721 – [LinkedIn](#) – [Portfolio](#)

## WORK EXPERIENCE

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### Vista

Product & Ops

**May 2025 – Present**

- vista is a data & engineering group helping organizations make better decisions with data systems, analysis and modeling ([vista.wtf](#)).
- As Product & Ops, I bridge creative vision and execution across design, analytics and product:
  - Led complete rebrand execution: designed brand identity, color system, and landing page.
  - Built Operator Dashboard, an open-source platform connecting blockchain operators with validation opportunities using Next.js.
  - Contributed to 10+ blockchain analytics projects for ApeChain and Obol spanning governance tracking, airdrop analysis, user behavior, and chain metrics: authored reports, refined data narratives, and created SQL queries.
  - Bridged client-technical communication ensuring clear project scopes and aligned expectations.

### Llama (acquired by River Protocol)

Content & Communications

**May 2022 – Sept 2023**

- Llama is a protocol engineering firm serving tier-1 DAOs like Nouns, AAVE, and dYdX with treasury management and protocol analysis. (Llama)
- As Content & Communications, I drove content strategy and visual direction for high-stakes financial communications:
  - Led visual direction for financial reports and product announcements translating complex protocol economics into compelling narratives.
  - Established brand voice framework ensuring consistency across technical documentation and community-facing content.
  - Maintained confidential access to sensitive treasury data supporting executive decision-making.

### Token Engineering Commons

Community Growth & Visual Design

**Feb 2022 – Sept 2022 & Jan 2024 - Oct 2024**

- The TEC supports education, research and tooling in token engineering ([tecommons.org](#)).
- As Community Growth & Visual Design lead, I scaled engagement and translated complex token engineering concepts into accessible content.
  - Scaled community engagement by 200% through data-informed social strategy.
  - Designed internal audit report visualizations and visual frameworks, making token engineering concepts accessible to broader audiences.

## VOLUNTEER WORK

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### Ethereum Dominicana

Sep 2022 – Present

- Co-Founder, organizing events with Nouns and Devcon, kickstarting Dominican Republic's Web3 community from ground up ([Ethereum Dominicana](#)).

### 1Hive

Dec 2020 - Mar 2022

- Content creator and community manager driving community growth and onboarding users to Gnosis Chain (formerly xDai) ([1Hive](#)).

## EDUCATION

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### Universidad APEC

2020-2025

Bachelor Degree, Marketing

Santo Domingo, Dominican Republic

3.8/4.0 GPA.

## Certifications and other studies

- Google Certification: Understanding Customer Needs and Online Behaviors
- X
- X
- X

## SKILLS & INTERESTS

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- **Skills:** product strategy, protocol research, community management, client communication, brand development, content planning, copywriting, problem solving, SQL/DuneSQL, Dune Analytics, Next.js, Git/GitHub, Adobe CC, Figma, Notion, Google Sheets, blockchain explorers, audio engineering, video editing, photography, bilingual (Spanish/English)
- **Interests:** Thriller movies, videogames, vintage fashion, music production, design systems, philosophy, reverse engineering, mindfulness & internet culture