



Benji J

PRODUCT MANAGER
@NEWM
SOCIOLOGIST
SYSTEM'S ANALYST

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Tools

AGILE SCRUM KANBAN OKRs KPIs GIT JIRA TRELLO FIGMA
MIRO \LaTeX VIM DNS AWS HTML CSS BOOTSTRAP CLICKUP

Skills

- Delivery
- Managing Product Trade-Offs
- Backlog Prioritization
- Task-Level Definition/Estimation

What I've Learned

- Agile teams can work happily
- Know your strengths, play to them
- Getting Things Done
- Listening and talking go a long way

Interests

- Product UX, UI Design, UXR
- Information Architecture
- Accessibility
- Web3, Crypto, DeFi, RealFi, ADA
- Longtermism, Effective Altruism
- Erik Hoel
- Quadratic Funding

Professional Profile

I'm analytical inclined. I aim for market fit, scope, User Experience [UX], apply results, measure, and iterate. Understanding business, and humans, is critical —and fun.

Work

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| 2022–today | Product Manager [NEWM] <ul style="list-style-type: none">• Building on roadmap, democratizing access to independent artists• Scope and own requirement specifications and delivery for MVP• Fit requirements by product needs, with input from UX research• Team build: communication, standardised process, and operations• Implementing product metrics with data analyst, marketing, CFO |
| 2022–2022 | Project Manager [TOTS] <ul style="list-style-type: none">• Year project delivered to end client, and publicly on the App Store• Task management and building standardized processes to scale up• Webpage usability: Hi-Fi wireframing, user workflows, development |
| 2021–2022 | Project Manager [PREFERATI] <ul style="list-style-type: none">• Team lead building an ATS (applicant tracking system) from scratch• Implementing CRM and WordPress CMS improvements and features• Talking with stakeholders, getting requirements, strategy, follow up |
| 2020–2021 | Technical Writer [WILLDOM] <ul style="list-style-type: none">• Building content with developers, talent and marketing across teams• Interviewing subject-matter experts on development and QA• Preparing and Measuring OKRs and KPIs impact on team morale |
| 2019–2020 | Back End Web Developer [ROSS OUTSIDE THE BOX] <ul style="list-style-type: none">• Scrum team ceremonies to focus on clients' needs and requirements• Building big data workflow (knife) with testing performance (e2e)• Creating CRUD components with nodejs and expressjs |
| 2012–2020 | Ethnographic Researcher [Research grant: CAPES @ UNICAMP] <ul style="list-style-type: none">• Interviews, ethnographic observation. Final thesis in \LaTeX• Field Research @Brazil/Argentina |

Education

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|------------|----------------------------------------------------------------|
| 2019–today | System's Analyst [ESCMB/UNC – Córdoba, Argentina] |
| 2012–2014 | Master's in Sociology [UNICAMP – São Paulo, Brazil] |
| 2002–2009 | Graduate in Sociology [UBA – Buenos Aires, Argentina] |

Building

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| 2023–August | Buildathon [ETH Argentina – Buenos Aires, Argentina] |
| 2023–May–Jul | Web3 Accelerator Program [SPEEZARD – Buenos Aires, Argentina] |
| 2023–March | Hackathon [THINK & DEV – Córdoba, Argentina] |

Projects and Collaborations

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| 2023–today | Co-Founder w/@FrancoCerino [GIVER (Donations, Pre-Startup Stage)] |
| 2018–today | Founding Member, Writer, PM [SUSTAINABLE DEVELOPMENT FOUNDATION] |
| 2016–2019 | Self-Published Book [INEXTRICABLE PUBLISHER] |

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