Benji J

**PRODUCT MANAGER
@Newm**
SOCIOLOGIST
SYSTEM'S ANALYST

- Linkedin
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Tools

AGILE SCRUM KANBAN OKRs KPIs GIT JIRA B2C B2B VIM
FIGMA MIRO DNS AWS HTML CSS BOOTSRAP LINUX LaTeX

Skills

- Delivery: User, Customer, Business
- Managing Product Trade-Offs
- Backlog Prioritization
- Task-Level Definition/Estimation
- Product UX Quality Assurance (QA)
- Continuous Development

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

- Web3, Crypto, DeFi, RealFi, ADA
- Product Growth Hacking, Startups
- Product UX/UI, UX Research
- Information Architecture
- Longtermism, Effective Altruism

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

2022–today — **Product Manager [Web3]** [NEWM]
· Building on roadmap, democratizing access to independent artists
· Scope and own requirement specifications. Version 1 delivery
· Fit requirements by product needs, with input from UXR, & vision
· Building 2nd and 3rd products: Marketplace, e-commerce
· Implementing product metrics with data analytics, marketing, CFO

2022–2022 — **Project Manager** [TOTS]
· 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]
· 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]
· 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]
· Scrum team ceremonies to focus on clients' needs and requirements
· Building big data workflow (knime) with testing performance (e2e)
· Creating CRUD components with nodejs and expressjs

2012–2020 — **Ethnographic Researcher** [Research grant: CAPES @ UNICAMP]
· Interviews, ethnographic observation. Final thesis in LaTeX
· Field Research @Brazil/Argentina

Education

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

August 2023 — **Buildathon –Project: Giver V0.3** [ETH Argentina – Buenos Aires]

May-Jul 2023 — **Web3 Accelerator –Project: Giver V0.2** [SPEEZARD – Buenos Aires]

March 2023 — **Hackathon –Project: Trustpay V0.1** [THINK & DEV – Córdoba, Argentina]

Projects and Collaborations

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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