Benji J

PRODUCT MANAGER @NEWM

SOCIOLOGIST & SYSTEM'S ANALYST
American, based in Argentina

- Linkedin
- ramoneando.com
- 3-Min Pitch [tinyurl.com/2kpp8nr9]
- venhamon@gmail.com

Profile

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

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]
- Product Development Process
- Continuous Development
- Agile Methodologies

Interests

- Web3, Crypto, DeFi, RealFi, ADA
- Product Growth Hacking, Startups
- Product UX, Product Design
- UX Research [UXR]
- Information Architecture
- Longtermism, Effective Altruism
- AI for Education & Sustainability
- Human-Computer Interaction [HCI]

Work History

12/22–today | **Product**
@ NEWM: Web3 Music Ecosystem

05/24–today | **Product Quality Manager [Web + Mobile]**
MOBILE + WEB PRODUCTS: STUDIO, STREAM TOKEN MARKETPLACE, STREAMING APP
· Identifying trends, bug fixes, enabling enhancements for end users
· Informing product decisions with UXR input & Customer Experience
· Establishing growth path using product metrics, and data analytics
· Setting data-informed product cycle: product idea to post-launch

12/22–07/24 | **Product Manager [Web]**
WEB PRODUCT LAUNCHES: NEWM STUDIO, STREAM TOKEN MARKETPLACE & THE RECORDSTORE
· Solving musicians' problems: 100% royalty ownership for life
· Improving view and buy UX flow and usability V1.0 > V2.0
· Aligning and informing stakeholders by PRD implementation
· Reducing product development steps and carry to delivery

10/22–11/22 | **Project Manager**
@ TOTS
PRODUCT LAUNCH: DOROTEA MOBILE APP
· Delivery of Auction Site with improved user flow, and usability

08/21–06/22 | **Project Manager**
@ PREFERATI
PRODUCT LAUNCHES: INTERNAL APPLICANT TRACKING SYSTEM [ATS], CRM AND CMS FEATURES
· Talking with stakeholders, getting requirements, strategy, follow up

07/20–6/21 | **Technical Writer**
@ WILLDOM
PRODUCT LAUNCHES: INTERNAL NEWSLETTER & QUARTERLY CONTENT STRATEGY

11/19–4/20 | **Back End Web Developer**
@ ROSS OUTSIDE THE BOX
PRODUCT LAUNCH: BIG DATA WORKFLOW FOR DIRECCIÓN GENERAL DE RENTAS

2012–2020 | **Ethnographic Researcher**
@ UNICAMP, with CAPES Research Grant
PRODUCT LAUNCHES: MASTER THESIS ON URBAN ART [ETHNOGRAPHY @BRAZIL/ARGENTINA],
IN THE NAME OF WILD [2022 DOCUMENTARY, BY PHILLIP VANNINI]

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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