



Benji J

PRODUCT MANAGER
@NEWM
SOCIOLOGIST
SYSTEM'S ANALYST

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

Tools

AGILE SCRUM KANBAN OKRs KPIs GIT JIRA TRELLO FIGMA
MIRO L^AT_EX 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

- Web3, Crypto, DeFi, RealFi, ADA
- Product Growth Hacking
- Product UX, UXR, Accessibility
- 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] <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 L^AT_EX· 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

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

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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