



Benji J

PRODUCT MANAGER
@NEWM
SOCIOLOGIST & SYSTEM'S ANALYST
American, based in Argentina

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

Tools

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

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

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, Product Design
- UX Research [UXR]
- Information Architecture
- Longtermism, Effective Altruism
- AI for Education & Sustainability
- Human-Computer Interaction [HCI]

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 History

- 12/22–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
- 10/22–11/22 **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
- 08/21–06/22 **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
- 07/20–6/21 **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
- 11/19–4/20 **Back End Web Developer** [ROSS OUTSIDE THE BOX]
 - 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]
 - 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

- 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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