



Benji J

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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)
- 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
- 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 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  $\LaTeX$
  - 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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