Pablo F.
Senior Blockchain/DeFi Product Manager, Product Expert

SUMMARY

- 12+ years of experience. - Present talks, explain and give classes about web3 concepts and integrations for blockchain, NFTs, cryptocurrencies, and metaverses. - Bridged the gap between Product/Product Marketing providing data for ‘wants vs. needs’ of dev community for product development. - Executed production strategies and campaigns to more than 500 million users worldwide for all content available on Google Play store. - Led the product development for a multi-million dollar mobile Disney game planning sprints and restructuring the entire project. - Directed product development at five tech and game startup companies simultaneously while getting a Master of Science degree. - Led development of ground-breaking web projects at my own startup using custom-built systems and advanced API integrations. - Upper-intermediate English. - Available ASAP.

TECHNICAL SKILLS

Main Technical Skills	DeFi, NFT
Project Management & Administration	Creative Product, Product Marketing, Product Strategy, Program Operations, Project Management, ROI, Scrum Master
Blockchain and Decentralized Software	DAO, Decentralization, DeFi, Metaverse, NFT, Polkadot, Web3
UI/UX/Wireframing	Figma, Keynote, UX
Collaboration, Task & Issue Tracking	Slack

EXPERIENCE

Product Owner, Master Ventures

NOV 2021 – JAN 2022
Responsibilities:

- Developed bold product strategies for combined product roadmaps to develop a metaverse, and initial product branding look and feel.
- Created 9 roadmap iterations on Keynote/Figma to explain to directors advanced concepts of decentralization in blockchain, NFTs, web3, and metaverse, by implementing a collective research method such as bookmarks, polls, and other advanced integrations on Slack.

Founding CoCreator & Product Director, Startup creating NFT & Escuela De Blockchain

Jun 2020 – Present
Responsibilities:

- Present talks, explain, and give classes about web3 concepts and integration for blockchain, NFTs, cryptocurrencies, and metaverses.
- Direct 2-Hour LIVE monthly experience online events with web3 talks, NFTs, mastermind conversations, real-time art, and dancing for the online community. With added online course development for Escuela de Blockchain (School of Blockchain).
- Conceptualization and strategy for product development of ambitious DAO project to be developed on Polkadot using Substrate.

Technical Community Manager, ADOBE

JUL 2018 – APR 2020
Responsibilities:

- Bridged the gap between Product/Product Marketing providing data for 'wants vs. needs' of dev community for product development.
- Strategized and executed business operations for Adobe Experience Cloud tool solutions for partners like BMW, Coca-Cola, Southwest.
- Provided feedback with customer testing, and worked cross-functionally with Product Managers, Product Marketing, and Developers.
- Led Experience League efforts for the creation of documentation and video content; upgraded programs with the product and technical marketing.
- Increased community interaction by 30%, maintained an answer rate of 80% to all queries on the business online platform.

Global Production Manager, GOOGLE (Google Play (Product))

JAN 2017 – APR 2018
Responsibilities:

- Executed production strategies and campaigns to more than 500 million deliveries worldwide for all content available on Google Play.
- Led effective end-to-end execution including creative, localization, QA, analytics, stakeholders, target audience, delivery, and reporting.
- Led global production of major global email and push notification campaign programs for partners like Niantic, HBO, Netflix, Nintendo, Warner Bros, Marvel; conducted weekly project meetings and communicated project status.
- Developed, tested, and implemented complex restructuring to campaigns across all Google Play verticals (games, apps, books, movies); resulting in 300% increased code redemption in 2017-2018.

Technical Project Manager, Disney Interactive

MAY 2016 – NOV 2016
Responsibilities:

- Led product development for a multi-million dollar mobile Disney game-planning sprints and restructuring the entire project.
- Wrote daily status reports for senior executives, and VP of the division as a Release Project Manager and Agile Scrum Master for the Sandcastle Studio of Disney Interactive; pushing for the successful release of the project on Android and iOS in September 2016.

- Restructured and improved workflow for developers and prioritized tasks for all team members; led daily standup meetings.
- Eliminated redundancies, and recalculated thousands of hours in story points and burndown; decreasing the backlog by more than 50%.

Program Director of Product, Multiple Startups (Orlando)

JAN 2015 – MAR 2016
Responsibilities:

- Directed product development at five tech and game startup companies simultaneously while getting a Master of Science degree: Indienomicon, CelleC Games, Black Banshee Studios, Continuum Studio, TBA Games; create organizational processes from the ground up.
- Led a team of engineers, artists, and designers to create multiple independent PC and mobile games successfully released on the AppStore and Google Play; handled resource and asset management for multiple projects at the same time.
- Led community and developer relations, established technical development process, and created communication strategies.
- Oversaw marketing plans for Florida's biggest independent game developer community and events; tripled overall fanbase, outreach, and community interaction within 1 year. Sponsored the first annual OrlandoiX tech event with partners like EA, Microsoft, Space Florida.
- Expanded company community members and web presence by testing and posting several paid and organic social media campaigns which increased the number of Likes and engagement on posts on Facebook by 50%.

Founder & Product Director, Web Design and Multimedia Company (Ecuador)

JAN 2010 – NOV 2014
Responsibilities:

- Led development of ground-breaking web 2.0 projects at my startup incl. custom-built systems and advanced social API integrations.
- Directed, managed, and produced more than 14 websites, 17 graphic design jobs, 2 mobile apps, and an internal Apache Cordova game.
- Led a team of 12 developers to deliver ground-breaking websites custom-made from the ground up with cutting-edge web technologies.
- Headed marketing, strategy, client communications, tech devs, and customer relations at my startup; reported an average of 75% in ROI.

EDUCATION

Full Sail University – Winter Park, FL, United States.

Master of Science: Game Design, focus on Production.

UCSG – Guayaquil, Ecuador.

Bachelor of Science: Engineer in Production and Direction of Multimedia Arts.