John Espino

Product · Marketing · Design



PROFILE

Professional at the intersection of product, marketing, and design, with 10+ years across Web3, AI, and data. Turns complex technology into products people understand and want: shapes the message, leads go-to-market, and designs what ships. Grew communities from 30,000 to 80,000+ and built a 50,000-person launch waitlist, coordinating teams, agencies, and partners along the way.

jkspn.xyz · john@jkspn.xyz · linkedin.com/in/jkspn · t.me/jkspn · x.com/jkspn

CORE SKILLS

Product

- Go-to-market strategy
- Positioning and messaging
- Product launches
- Product docs and demos

Marketing

- Community and social growth
- Content and paid campaigns
- PR and crisis communications
- Team and agency management

Design

- UI design
- UX and prototyping
- Brand and web design
- Motion and video

EXPERIENCE

Benzimra & Co. Senior Project Manager & UI/UX Designer (Contract)

Sep 2025 – May 2026

London, United Kingdom · *Founder-led venture builder for crypto and Web3*

- Managed client relationships as primary contact and led delivery of a DeFi leverage product for Bitcoin based on the Kelly criterion.
- Built a 50,000 sign-up pre-launch waitlist and set up the product's social accounts, growing X to 5,000 followers in the first month.
- Led Instagram user-generated content campaigns at launch and directed X and Meta ad creative with the growth manager.
- Designed UI/UX for the product and internal tools, including screens, flows, and both product and internal dashboards.

Nuklai Senior Marketing Manager

Mar 2025 – Jul 2026

Utrecht, The Netherlands · *AI and data management company unifying fragmented corporate data for AI-driven decisions*

- Led go-to-market for Nexus, the flagship AI layer for enterprise data: brand and product messaging, marketing website, launch campaigns and creatives, PR, and documentation.
- Designed the UI and led launch marketing for a staking platform, including creative assets and tutorials.
- Led a full brand refresh: redesigned the website, logo assets, and social media templates for stills and graphics.
- Grew social following from 20,000 to 50,000 with head-of-marketing scope, managing a small team, PR agencies, and KOL partnerships.

Nexera (formerly AllianceBlock)

Jul 2021 – Sep 2025

Zug, Switzerland · *Web3 infrastructure for tokenizing real-world assets and compliant DeFi*

Head of Communications Jan 2023 – Sep 2025

- Led internal and external communications across social media, website, and agency and partner relationships, managing teams.
- Ran marketing logistics and operations, coordinating creatives and Business Development and handling campaign sign-offs.
- Led crisis communications for two security incidents affecting token price stability, aligning messaging across Support, Product/Engineering, and BD/Sales.
- Partnered with Support to streamline the flow of information from tickets to internal teams and out to public announcements and documentation.

Head of Community Marketing / Investor Communications Apr 2022 – Dec 2022

- Led all initiatives around the ALBT (now NXRA) token and marketing for DeFi launches: Liquidity Mining as a Service, Nexera Exchange (DEX), and Nexera Finance, the precursor to the end-to-end tokenization product.
- Owned product messaging and launch campaigns, and worked with PR on press releases, KOL activations, and a trading competition.
- Grew social following from 30,000 to 80,000+ and delivered investor and community updates through newsletters, blog articles, and social channels.
- Marketing point of contact for development teams, turning technical documentation into product messaging, demos, launch videos, and UI animations.

Design Lead Jul 2021 – Mar 2022

- Produced all marketing design for social, web, blog, and press releases, and supported Business Development with presentations, demos, and conference materials.
- Designed and developed three website relaunches spanning the rebrand from AllianceBlock to Nexera, creating custom brand assets.
- Designed UI for several products and aligned with other UI designers to unify the visual brand.

FirstLook Venture Co. Technical Lead

Jan 2020 – Mar 2024

New York, United States of America · *Early-stage venture firm investing in high-growth consumer packaged goods (CPG) brands*

- Joined as the first technical lead across product, marketing, and design, later continuing as an ongoing consultant.
- Built the company website and integrated payment, sign-up, and subscription flows for the investor platform.
- Set up investor data infrastructure, sourced brands for the physical sample boxes, and created a data room per brand; designed templates and marketing assets for the launch and first two years.

Manic Nightnings Productions Creative Director for Visual Marketing

2014 – 2019

Philippines · *Events management, logistics and full-scale production outfit*

- Produced visual marketing for recurring music festivals (including Carte Blanche and Arcadia) drawing up to about 10,000 attendees with local and international DJs, plus smaller partner events.
- Created video, motion, and print and digital collateral, and served as technical director during events and as liaison for partners, sponsors, and other organizations before and during each event.
- Supported government festival management across several events, creating print and digital materials for each.
- Managed end-to-end delivery of international conferences involving heads of state, coordinating USAID, Jhpiego and other stakeholders across registration (including QR-based IDs), venue, catering, and event materials, plus recap videos and delegate materials.
- Clients included USAID, World Health Organization, DAI, Jhpiego, Department of Health, and the City Government of Davao.

Beta Digital Design Services Independent / Freelance Designer & Web Builder

2012 – Present

Philippines · *Personal design and web studio*

- Delivered branding, websites, and campaign materials for non-profit and advocacy organizations, including The Climate Reality Project (Philippines), Living Laudato Si' Philippines, and Earth Day Network Philippines.
- Led design and communications for the ASEAN Peace Project, a youth accelerator for peace and environmental action across Southeast Asia, including its website and conference materials; its programs won YSEALI Seeds for the Future grants (2015 and 2016).
- Produced brand, event, and motion materials for the Kadayawan Festival, working directly with the City Government of Davao.
- Designed promotions, in-mall activations, and billboards for SM Supermalls and Ayala Malls, plus brand collateral for the Aboitiz Group and Aboitiz Power Corporation.
- Redesigned and built the website for CoinPass, a UK-based exchange platform.

EDUCATION

Bachelor of Arts in Mass Communication

2014 – 2018

Philippines · *Ateneo de Davao University*

Bachelor of Science in Electronics Engineering

2008 – 2014

Philippines · *Ateneo de Davao University · Coursework*