



Benji Juarez

PRODUCT MANAGER
@NEWM
SOCIOLOGIST
SYSTEM'S ANALYST

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Tools

AGILE SCRUM KANBAN KPIs OKRs GIT HIVE TRELLO JIRA
MIRO FIGMA \LaTeX VIM DNS AWS HTML CSS BOOTSRAP

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

- UX Research and Design
- Information Architecture
- Crypto, Web3, DeFi, RealFi, ADA
- Photography, Music, Literature
- Longtermism, Effective Altruism
- Erik Hoel
- Accessibility

Professional Profile

I have an analytical inclination. I've learned to target for market fit, focus on proper scope, attend to User Experience [UX], apply results, measure, iterate, and improve. Understanding the business, and humane, side of all parties is critical.

Work

2022–today	Product Manager [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• Talking to customers, getting requirements, strategy, follow up• 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">• Sprint planning, backlog grooming, workflow and resolution• WordPress CMS: wireframing, picture editing, SEO improvement• Team lead building an ATS (applicant tracking system) from scratch• Implementing CRM improvements and features
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 [Field Research – Brazil / Argentina] <ul style="list-style-type: none">• I ran interviews, and did ethnographic observation as work methods• To produce the final thesis work in a professional compiler: \LaTeX• Research grant granted in Brazil, by CAPES

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]