





# Benji Juarez

**PRODUCT MANAGER**  
**SOCIOLOGIST**  
**SYSTEM'S ANALYST**

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## Tools

FIGMA MIRO JIRA HIVE TODOIST AGILE KANBAN SCRUM  
GIT C# JAVASCRIPT NODE EXPRESS KNIME AUTHO STATIC  
WEBSITE VIM HTML CSS MARKDOWN DNS SQL LINUX

## Skills

- Prototyping
- Team Planning
- Software Development
- Interviewing
- Research
- Schedule And Time Management
- Attention To Detail

## Interests

- UX
- B2C & D2C
- Non-Profit
- Web3

## Languages

- Native English
- Native Spanish
- Fluent Portuguese

## Professional Profile

I did visual sociology research on graffiti, compiling pictures with  $\text{\LaTeX}$  [WYSIWYM], so they look well and properly placed in the UI of the final thesis document as a product.

I was focused on ethnographic observation and interviews. Later, I learned how important it is to reach out to the right people, get proper scope, attend to User Experience [UX], apply the results and measure later for further improvements.

What I like the most about Web3 is decentralization, opensource, community, and the change in the business logic, the way in which people can become empowered. I want in, from the inside-out.

## Work

2021–2022	<b>Assistant Project Manager</b> [PREFERATI]
	· WordPress site: wireframing, picture editing, SEO improvement
	· 1st teammember on clientwork: CRM improvements and features
	· Team leader to build an applicant tracking system (ATS) from scratch
	· Leading software team projects from planning to deploy
2020–2021	<b>Technical Writer</b> [WILLDOM]
	Building content strategy with developers, talent and marketing
2019–2020	<b>Back End Web Developer</b> [ROSS OUTSIDE THE BOX]
	Agile team, big data, testing performance, nodejs, authentication
2012–2020	<b>Ethnography</b> [Field Research – Brazil / Argentina]
	I won a CAPES grant for field research on Graffiti and Pixação

## Education

2019–2022	<b>System's Analyst</b> [ESCMB — UNC]
2012–2014	<b>Master's in Sociology</b> [UNICAMP – São Paulo. Brazil]

## Independent Projects

2018–today	<b>Founding Member &amp; Copyeditor</b> [Sustainable Development Foundation]
2016–2019	<b>Self-published book</b> [Inextricable Publisher]