



Benji Juarez

WEB3 PRODUCT MANAGER
SOCIOLOGIST
SYSTEM'S ANALYST

- LinkedIn
- benjaminjuarezarlt@gmail.com
- ramoneando.com

Tools

KANBAN SCRUM AGILE GIT JIRA HIVE TODOIST TRELLO
SLACK FIGMA MIRO SNAGIT REST API AWS HEROKU C#
AUTHO VIM HTML CSS BOOTSRAP MARKDOWN IoT LINUX

Skills

- Delivery
- Prototyping
- Building Roadmap
- Strategy And Execution
- Backlog Management
- Measure Progress Towards Goals
- Schedule And Time Management
- Open-Book Management

Interests

- UX
- Discovery
- Service Design
- Mobile First
- Sports, Health & Wellbeing
- Music, Photography, & VideoGames
- Leisure & Travel
- Web3

Languages

- NATIVE English
- NATIVE Spanish
- FLUENT Portuguese

Professional Profile

I was focused, as a researcher, on ethnographic observation and interviews. I did visual sociology research on graffiti, compiling pictures with \LaTeX [WYSIWYM], so they look well and properly placed. The UI of the final thesis document was a first step to start thinking on how to progress on a product development thru a full cycle.

Recently, I was in tech roles, and learned to target for market fit, focus on proper scope, attend to User Experience [UX], apply results, measure, and improve.

I look to contribute in Web3. I believe in the power of decentralization, DeFi, open-source, community, and how people get empowered with this new business logic, leaving Web2 –at least partially– behind.

Work

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|-----------|---|
| 2021–2022 | Assistant Project Manager [PREFERATI] |
| | <ul style="list-style-type: none">• Leading software team projects from planning to deploy, on time• Talking with customers, getting requirements, research, strategy• Agile sprint planning, backlog grooming, workflow and resolution• Implementing CRM improvements and features• Team leader to build an applicant tracking system (ATS) from scratch• WordPress site: wireframing, picture editing, SEO improvement• Tracking product opportunities and defining new feature ideas |
| 2020–2021 | Technical Writer [WILLDOM] |
| | <ul style="list-style-type: none">• Interviewing subject-matter experts on development and QA• Periodic meetings with C-Level to align company strategy• Producing company templates for OKR documentation• Measuring OKR and KPI impact on team morale• Building content with developers, talent and marketing across teams |
| 2019–2020 | Back End Web Developer [ROSS OUTSIDE THE BOX] |
| | <ul style="list-style-type: none">• Cybersecurity: Securing authentication with proper hash storage• Scrum team ceremonies to comply with agreed requirements• Building big data workflow (knife) with testing performance (e2e)• Creating CRUD components with nodejs and expressjs• Deliverables on schedule for client |
| 2012–2020 | Ethnography [Field Research – Brazil / Argentina] |
| | <ul style="list-style-type: none">• I ran field research on urban in São Paulo: Graffiti and Pixação• Work methods were ethnographic observation, and interviewing• I produced the final thesis work in a professional compiler: \LaTeX• I won a CAPES grant• I ran field research on urban in São Paulo: Graffiti and Pixação• Work methods were ethnographic observation, and interviewing• I produced the final thesis work in a professional compiler: \LaTeX• I won a CAPES grant |

Education

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| 2019–today | System's Analyst | [ESCSB — UNC] |
| 2012–2014 | Master's in Sociology | [UNICAMP – São Paulo. Brazil] |

Independent Projects

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| 2018–today | Founding Member & Copyeditor | [Sustainable Development Foundation] |
| 2016–2019 | Self-published book | [Inextricable Publisher] |