



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 VIM
HTML CSS BOOTSRAP MARKDOWN DNS IoT SQL LINUX

Skills

- Software Development
- Schedule And Time Management
- Budgeting
- Prototyping

Interests

- UX
- Service Design
- Web3
- Mobile First
- Non-Profit
- B2C/D2C
- Music, Photography, & VideoGames
- Leisure & Travel

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">• 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• WordPress site: wireframing, picture editing, SEO improvement |
| 2020–2021 | Technical Writer [WILDDOM] | Building content strategy with developers, talent and marketing |
| 2019–2020 | Back End Web Developer [ROSS OUTSIDE THE BOX] | Agile team, big data, testing performance, nodejs, authentication |
| 2012–2020 | Ethnography [Field Research – Brazil / Argentina] | I won a CAPES grant for field research on Graffiti and Pixação |

Education

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| 2019–2022 | System's Analyst [ESCMB — 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] |