



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 [User Experience]
- Photography, Music, Literature
- Longtermism, Effective Altruism
- Erik Hoel

Professional Profile

I have an analytical inclination. In tech roles, 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

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|------------|---|
| 2022–today | Product Manager [NEWM] <ul style="list-style-type: none">• Building on roadmap, democratizing access to independent artists• Scope and own requirement specifications in sync with roadmap• Fit requirements by product needs, with input from UX research• Team build: communication, standardised process, and operations |
| 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

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