Benji Juarez

PRODUCT MANAGER
SOCIOLOGIST
SYSTEM'S ANALYST

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Tools

AGILE SCRUM KANBAN GIT JIRA HIVE TODOIST TRELLO SLACK FIGMA MIRO SNAGIT NODE EXPRESS AUTH0 C♯ VIM HTML CSS BOOTSRAP MARKDOWN PANDOC DNS LINUX

Skills

- Delivery
- Prototyping
- Strategy And Execution
- Backlog Management
- Data-Driven Decision Making
- User Stories
- Team Building

Interests

- Discovery
- Interaction Design
- VideoGames
- Photography

Languages

- NATIVE English
- NATIVE Spanish
- FLUENT Portuguese

Professional Profile

I have an analytical inclination. In the past, I was focused, as a scientific researcher, on ethnographic observation and interviews. I did visual sociology research on graffiti, compiling pictures with LaTeX [WYSIWYM], so they look well and are placed properly in the text. The UI of the final thesis document was the first step to start thinking about how to progress on a product development thru a complete cycle.

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

Understanding the business side of all parties also matters. Being part of an internal open-book financial system keeps a company rolling in good shape.

Work

2021–2022 **Assistant Project Manager** [PREFERATI]
· 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, defining MVP and new feature ideas
· Company app gamification: user profile, metrics prototyping

2020–2021 **Technical Writer** [WILLDOM]
· Building and Measuring OKR and KPI impact on team morale
· Interviewing subject-matter experts on development and QA
· Periodic meetings with C-Level to align company strategy
· Producing company templates for OKR documentation
· Building content with developers, talent and marketing across teams

2019–2020 **Back End Web Developer** [ROSS OUTSIDE THE BOX]
· Cybersecurity: Securing authentication with proper hash storage
· Scrum team ceremonies to comply with agreed requirements
· Building big data workflow (knime) with testing performance (e2e)
· Creating CRUD components with nodejs and expressjs
· Deliverables on schedule for client

2012–2020 **Ethnographic Researcher** [Field Research – Brazil / Argentina]
· 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

2022–today **UX/UI Designer Microdegree** [Crehana — UTEC]

2019–today **System's Analyst** [ESCMB — UNC]

2012–2014 **Master's in Sociology** [UNICAMP – São Paulo. Brazil]

Independent Projects

2018–today **Founding Member & Copyeditor** [Sustainable Development Foundation]

2016–2019 **Self-published book** [Inextricable Publisher]

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