



Benji Juarez

PRODUCT MANAGER
SOCIOLOGIST
SYSTEM'S ANALYST

- New York Time Zone/UTC-3
- ramoneando.com
- LinkedIn
- benjaminjuarezarlt@gmail.com

Tools

AGILE SCRUM KANBAN KPIs OKRs GIT HIVE TRELLO JIRA
A/B TESTING MIRO FIGMA SNAGIT \LaTeX VIM DNS AWS
HTML CSS BOOTSTRAP JAVASCRIPT NODE.js EXPRESS.js
VUE REACT MERN PHP LARAVEL PYTHON C# SQL AUTH0
ssh bash SUITE CRM IoT MICROSOFT APPLE GNU/LINUX

Skills

- Delivery
- Budgeting
- Prototyping
- Open-Book Management
- Backlog Prioritization
- Schedule And Time Management
- Solid experience with teams:
Development, Quality Assurance, UX

Interests

- UX [User Experience]
- Mobile
- Testing
- Understanding of projects and goals
- Big-Picture + Small Details
- Photography, Music, Literature

Languages

- NATIVE English
- NATIVE Spanish
- FLUENT Portuguese

Professional Profile

I have an analytical inclination. As a scientific researcher, I did visual sociology on graffiti, compiling pictures with \LaTeX [WYSIWYM], so they look well and are appropriately placed in the text. The UI of the final thesis document was the first step to start thinking about how to progress on product development through 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.

Work

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|-----------|---|
| 2021–2022 | Assistant Project Manager [PREFERATI] |
| | <ul style="list-style-type: none">• Agile sprint planning, backlog grooming, workflow and resolution• Talking with clients, getting requirements, research, strategy• Leading software team projects from planning to deploy, on time• WordPress CMS: wireframing, picture editing, SEO improvement• Implementing CRM improvements and features• Team leader to build an applicant tracking system (ATS) from scratch• Tracking product opportunities, defining MVP and new feature ideas• Company app gamification: user profile, metrics prototyping |
| 2020–2021 | Technical Writer [WILDDOM] |
| | <ul style="list-style-type: none">• Periodic meetings with C-Level to align company strategy• Interviewing subject-matter experts on development and QA• Producing company templates for OKR documentation• Preparing and Measuring OKRs and KPIs 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">• Scrum team ceremonies to focus on clients' needs and requirements• Cybersecurity: Securing authentication with proper hash storage• Building big data workflow (knife) with testing performance (e2e)• Creating CRUD components with nodejs and expressjs• Deliverables on schedule for client |
| 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• Field research on urban art in São Paulo: Graffiti and Pixação |

Education

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| 2019–today | 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] |

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