



# Benji Juarez

**UX EDITOR**  
**SOCIOLOGIST**  
**SYSTEM'S ANALYST**

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## Tools

AGILE SCRUM KANBAN KPIs OKRs MIRO FIGMA  $\LaTeX$  VIM

## Skills

- Measure Progress Towards Goals
- Data-Driven Decision Making
- Strategy And Execution
- Experience with Off-Shore Teams: Development, Quality Assurance, UX

## Interests

- UX [User Experience]
- 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 and pixação, compiling pictures with  $\LaTeX$  [WYSIWYM], for a proper look and feel. The UI of the final thesis document was the first step to start thinking about how to progress on product cycles and a sharp eye for detail.

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 is also critical.

## Work

- |           |  |
|-----------|--|
| 2022–2022 | <b>Project Manager</b> [ CODA ] <ul style="list-style-type: none"><li>• Webpage re-build: hi-fi wireframing and workflows with UX team</li><li>• Task management and building standardized process to scale up</li><li>• Syncing cross-company: operations, development, finance</li><li>• Assist refining logo, in collaboration with marketing and design</li></ul>  |
| 2021–2022 | <b>Project Manager</b> [ PREFERATI ] <ul style="list-style-type: none"><li>• Implementing CRM improvements and features</li><li>• WordPress CMS: wireframing, picture editing, SEO improvement</li><li>• Team leader to build an applicant tracking system (ATS) from scratch</li><li>• Company app gamification: user profile, metrics prototyping</li></ul>  |
| 2020–2021 | <b>Technical Writer</b> [ WILLDOM ] <ul style="list-style-type: none"><li>• Building content with developers, talent and marketing across teams</li><li>• Interviewing subject-matter experts on development and QA</li><li>• Producing company templates for OKR documentation</li><li>• Preparing and Measuring OKRs and KPIs impact on team morale</li><li>• Periodic meetings with C-Level to align company strategy</li></ul> |
| 2019–2020 | <b>Back End Web Developer</b> [ ROSS OUTSIDE THE BOX ] <ul style="list-style-type: none"><li>• Scrum team ceremonies to focus on clients' needs and requirements</li><li>• Building big data workflow (knife) with testing performance (e2e)</li><li>• Creating CRUD components with nodejs and expressjs</li></ul>  |
| 2012–2020 | <b>Ethnographic Researcher</b> [ Field Research – Brazil / Argentina ] <ul style="list-style-type: none"><li>• I ran interviews, and did ethnographic observation as work methods</li><li>• To produce the final thesis work in a professional compiler: <math>\LaTeX</math></li><li>• Research grant granted in Brazil, by CAPES</li></ul>  |

## Education

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

## Independent Projects

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| 2018–today | <b>Founding Member &amp; Copyeditor</b> [ Sustainable Development Foundation ] |
| 2016–2019  | <b>Self-published book</b> [ Inextricable Publisher ]                          |

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