



Benji Juarez

PRODUCT MANAGER
SOCIOLOGIST
SYSTEM'S ANALYST

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Tools

KPIs OKRs AGILE SCRUM KANBAN GIT JIRA SQL HIVE TRELLO
MIRO FIGMA SNAGIT NODE EXPRESS AUTHO C# VIM
HTML CSS BOOTSRAP MARKDOWN PANDOC DNS LINUX

Skills

- Solid experience with teams: Development, Quality Assurance, UX
- Delivery
- Prototyping
- Strategy And Execution
- Backlog Management
- Data-Driven Decision Making
- User Stories
- Team Building

Interests

- Customer Experience [CX]
- Discovery
- Interaction Design
- Operations
- Building from scratch
- Understanding of projects and goals
- Big-Picture + Small Details
- 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

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|-----------|--|--|
| 2021–2022 | Assistant Project Manager [PREFERATI] | <ul style="list-style-type: none">• Leading software team projects from planning to deploy, on time• Talking with clients, 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] | <ul style="list-style-type: none">• 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] | <ul style="list-style-type: none">• Cybersecurity: Securing authentication with proper hash storage• Scrum team ceremonies to comply with agreed requirements• 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 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

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|------------|-----------------------------------|-------------------------------|
| 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

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| 2018–today | Founding Member & Copyeditor | [Sustainable Development Foundation] |
| 2016–2019 | Self-published book | [Inextricable Publisher] |

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