



# 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 Research and Design
- Crypto, Web3, DeFi, RealFi, ADA
- Accessibility
- 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

- |            |   |
|------------|---|
| 2022–today | <b>Product Manager</b> [ NEWM ] <ul style="list-style-type: none"><li>• Building on roadmap, democratizing access to independent artists</li><li>• Scope and own requirement specifications in sync with roadmap</li><li>• Fit requirements by product needs, with input from UX research</li><li>• Team build: communication, standardised process, and operations</li></ul>         |
| 2022–2022  | <b>Project Manager</b> [ TOTS ] <ul style="list-style-type: none"><li>• Year project delivered to end client, and publicly on the app store</li><li>• Talking to customers, getting requirements, strategy, follow up</li><li>• Task management and building standardized processes to scale up</li><li>• Webpage usability: hi-fi wireframing, user workflows, development</li></ul> |
| 2021–2022  | <b>Project Manager</b> [ PREFERATI ] <ul style="list-style-type: none"><li>• Sprint planning, backlog grooming, workflow and resolution</li><li>• WordPress CMS: wireframing, picture editing, SEO improvement</li><li>• Team lead building an ATS (applicant tracking system) from scratch</li><li>• Implementing CRM improvements and features</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>• Preparing and Measuring OKRs and KPIs impact on team morale</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

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

Last update:  
2023.02.01