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, 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 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   **Project Manager**   [CODA]
· Talking to customers, getting requirements, strategy, follow up
· Webpage re-build: hi-fi wireframing and workflows with UX team
· Delivering on time, client-facing, engaging pain points and solutions
· Syncing cross-company: operations, development, finance
· Task management and building standardized process to scale up
· Sprint planning, backlog grooming, workflow and resolution
· Collaborating with marketing and design to refine logo branding

2021–2022   **Project Manager**   [PREFERATI]
· 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**   [WILLDOM]
· 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]
· Scrum team ceremonies to focus on clients' needs and requirements
· Cybersecurity: Securing authentication with proper hash storage
· 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 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

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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