



# Benji Juarez

WEB3 PRODUCT MANAGER  
SOCIOLOGIST  
SYSTEM'S ANALYST

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## Tools

KANBAN SCRUM AGILE GIT JIRA HIVE TODOIST TRELLO  
SLACK FIGMA MIRO SNAGIT REST API AWS HEROKU C#  
AUTHO VIM HTML CSS BOOTSRAP MARKDOWN IoT LINUX

## Skills

- Delivery
- Prototyping
- Building Roadmap
- Strategy And Execution
- Backlog Management
- Measure Progress Towards Goals
- Schedule And Time Management
- Open-Book Management

## Interests

- UX
- Discovery
- Service Design
- Mobile First
- Sports, Health & Wellbeing
- Music, Photography, & VideoGames
- Leisure & Travel
- Web3

## Languages

- NATIVE English
- NATIVE Spanish
- FLUENT Portuguese

## Professional Profile

I was focused, as a researcher, on ethnographic observation and interviews. I did visual sociology research on graffiti, compiling pictures with  $\text{\LaTeX}$  [WYSIWYM], so they look well and properly placed. The UI of the final thesis document was a first step to start thinking on how to progress on a product development thru a full cycle.

Recently, I was in tech roles, and learned to target for market fit, focus on proper scope, attend to User Experience [UX], apply results, measure, and improve.

I look to contribute in Web3. I believe in the power of decentralization, DeFi, open-source, community, and how people get empowered with this new business logic, leaving Web2 –at least partially– behind.

## Work

- |           |   |
|-----------|---|
| 2021–2022 | <b>Assistant Project Manager</b> [PREFERATI]  |
|           | <ul style="list-style-type: none"><li>• Leading software team projects from planning to deploy, on time</li><li>• Talking with customers, getting requirements, research, strategy</li><li>• Agile sprint planning, backlog grooming, workflow and resolution</li><li>• Implementing CRM improvements and features</li><li>• Team leader to build an applicant tracking system (ATS) from scratch</li><li>• WordPress site: wireframing, picture editing, SEO improvement</li><li>• Tracking product opportunities and defining new feature ideas</li></ul>   |
| 2020–2021 | <b>Technical Writer</b> [WILLDOM]   |
|           | <ul style="list-style-type: none"><li>• Interviewing subject-matter experts on development and QA</li><li>• Periodic meetings with C-Level to align company strategy</li><li>• Producing company templates for OKR documentation</li><li>• Measuring OKR and KPI impact on team morale</li><li>• Building content with developers, talent and marketing across teams</li></ul>  |
| 2019–2020 | <b>Back End Web Developer</b> [ROSS OUTSIDE THE BOX]  |
|           | <ul style="list-style-type: none"><li>• Cybersecurity: Securing authentication with proper hash storage</li><li>• Scrum team ceremonies to comply with agreed requirements</li><li>• Building big data workflow (knife) with testing performance (e2e)</li><li>• Creating CRUD components with nodejs and expressjs</li><li>• Deliverables on schedule for client</li></ul>   |
| 2012–2020 | <b>Ethnography</b> [Field Research – Brazil / Argentina]  |
|           | <ul style="list-style-type: none"><li>• I ran field research on urban in São Paulo: Graffiti and Pixação</li><li>• Work methods were ethnographic observation, and interviewing</li><li>• I produced the final thesis work in a professional compiler: <math>\text{\LaTeX}</math></li><li>• I won a CAPES grant</li><li>• I ran field research on urban in São Paulo: Graffiti and Pixação</li><li>• Work methods were ethnographic observation, and interviewing</li><li>• I produced the final thesis work in a professional compiler: <math>\text{\LaTeX}</math></li><li>• I won a CAPES grant</li></ul> |

## Education

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

## Independent Projects

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