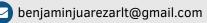


# Benji Juarez

#### **PRODUCT MANAGER** SOCIOLOGIST SYSTEM'S ANALYST







## 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 [WYSIMYM], 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

2021-2022 **Assistant Project Manager** 

[ PREFERATI ]

- · 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 ]

- · 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

· Cybersecurity: Securing authentication with proper hash storage

2019-2020 **Back End Web Developer**  [ ROSS OUTSIDE THE BOX ]

- · Scrum team ceremonies to comply with agreed requirements
- · Building big data workflow (knime) with testing performance (e2e)
- · Creating CRUD components with node is and expressis
- · Deliverables on schedule for client

2012-2020 **Ethnographic Researcher**  [ Field Research – Brazil / Argentina ]

- · 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**

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**

2018-today Founding Member & Copyeditor [Sustainable Development Foundation]

2016–2019 Self-published book [ Inextricable Publisher ]

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