



Benji Juarez

PRODUCT MANAGER
@NEWM
SOCIOLOGIST
SYSTEM'S ANALYST

- LinkedIn
- ramoneando.com
- benjaminjuarezarlt@gmail.com

Tools

AGILE SCRUM KANBAN KPIs OKRs GIT HIVE TRELLO JIRA
MIRO FIGMA \LaTeX VIM DNS AWS HTML CSS BOOTSRAP
JAVASCRIPT NODE.js EXPRESS.js VUE REACT MERN PHP
LARAVEL PYTHON C# SQL AUTH0 IoT ssh bash SUITE CRM

Skills

- Delivery
- Budgeting
- Open-Book Management
- Backlog Prioritization
- Schedule And Time Management
- Task-Level Definition/Estimation
- Creating product roadmaps and managing product trade-offs
- Prototyping

Interests

- UX [User Experience]
- Mobile
- 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 and pixação, compiling pictures with \LaTeX [WYSIWYM], for a proper look and feel. 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

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|------------|---|
| 2022–today | Product Manager [NEWM]
· Building on roadmap, democratizing access to independent artists |
| 2022–2022 | Project Manager [CODA]
· Webpage usability: hi-fi wireframing, user workflows, development
· Year project delivered to end client, and publicly on the app store
· Task management and building standardized processes to scale up
· Talking to customers, getting requirements, strategy, follow up
· Assist refining logo, in collaboration with marketing and design |
| 2021–2022 | Project Manager [PREFERATI]
· Sprint planning, backlog grooming, workflow and resolution
· Implementing CRM improvements and features
· WordPress CMS: wireframing, picture editing, SEO improvement
· Team leader to build an applicant tracking system (ATS) from scratch
· Company app gamification: user profile, metrics prototyping |
| 2020–2021 | Technical Writer [WILLDOM]
· Building content with developers, talent and marketing across teams
· Interviewing subject-matter experts on development and QA
· Producing company templates for OKR documentation
· Preparing and Measuring OKRs and KPIs impact on team morale
· Periodic meetings with C-Level to align company strategy |
| 2019–2020 | Back End Web Developer [ROSS OUTSIDE THE BOX]
· Scrum team ceremonies to focus on clients' needs and requirements
· Building big data workflow (knife) with testing performance (e2e)
· Creating CRUD components with nodejs and expressjs |
| 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 |

Education

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| 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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