



# Benji Juarez

**PRODUCT DESIGNER**  
**SOCIOLOGIST**  
**SYSTEM'S ANALYST**

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

## Tools

FIGMA MIRO JIRA HIVE TODOIST AGILE KANBAN SCRUM  
GIT C# JAVASCRIPT NODE EXPRESS KNIME AUTHO VIM  
HTML CSS BOOTSRAP MARKDOWN DNS IoT SQL LINUX

## Skills

- Prototyping
- Team Planning
- Software Development
- Interviewing
- Research
- Schedule And Time Management
- Attention To Detail

## Interests

- UX
- OKRs & KPIs
- Non-Profit
- Web3
- DevOps
- Music, Photography, & VideoGames

## Languages

- Native English
- Native Spanish
- Fluent Portuguese

## Professional Profile

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. I was focused on ethnographic observation and interviews.

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

## Work

- |           |  |   |
|-----------|--|---|
| 2021–2022 | <b>Assistant Project Manager</b> [PREFERATI]             | <ul style="list-style-type: none"><li>• 1st teammember on clientwork: CRM improvements and features</li><li>• Team leader to build an applicant tracking system (ATS) from scratch</li><li>• Leading software team projects from planning to deploy</li><li>• WordPress site: wireframing, picture editing, SEO improvement</li></ul> |
| 2020–2021 | <b>Technical Writer</b> [WILLDOM]                        | Building content strategy with developers, talent and marketing   |
| 2019–2020 | <b>Back End Web Developer</b> [ROSS OUTSIDE THE BOX]     | Agile team, big data, testing performance, nodejs, authentication   |
| 2012–2020 | <b>Ethnography</b> [Field Research – Brazil / Argentina] | I won a CAPES grant for field research on Graffiti and Pixação  |

## Education

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|-----------|--|
| 2019–2022 | <b>System's Analyst</b> [ESCMB — UNC]                      |
| 2012–2014 | <b>Master's in Sociology</b> [UNICAMP – São Paulo. Brazil] |

## Independent Projects

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