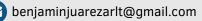


## Benji Juarez

# PRODUCT MANAGER SOCIOLOGIST SYSTEM'S ANALYST







## **Tools**

AGILE SCRUM KANBAN GIT JIRA HIVE TODOIST TRELLO SLACK FIGMA MIRO SNAGIT NODE EXPRESS AUTHO C‡ VIM HTML CSS BOOTSRAP MARKDOWN PANDOC DNS LINUX

## Skills

- Delivery
- Prototyping
- Strategy And Execution
- Backlog Management
- · Data-Driven Decision Making
- · User Stories
- · Team Building

## **Interests**

- Discovery
- Interaction Design
- 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 LTEX [WYSIWYM], 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 ]

- $\cdot$  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
- $\cdot \, \text{Team leader to build an applicant tracking system (ATS) from scratch} \\$
- · 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 ]

- $\cdot$  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

· Creating CRUD components with node is and expressis

· Building content with developers, talent and marketing across teams

#### 2019–2020 Back End Web Developer

[ ROSS OUTSIDE THE BOX ]

- · Cybersecurity: Securing authentication with proper hash storage
- $\cdot$  Scrum team ceremonies to comply with agreed requirements
- · Building big data workflow (knime) with testing performance (e2e)
- · 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
- $\cdot$  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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