



# Benji Juarez

PRODUCT MANAGER  
@NEWM  
SOCIOLOGIST  
SYSTEM'S ANALYST

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## Tools

AGILE SCRUM KANBAN KPIs OKRs GIT HIVE TRELLO JIRA  
MIRO FIGMA  $\LaTeX$  VIM DNS AWS HTML CSS BOOTSRAP

## Skills

- Delivery
- Managing product trade-offs
- Backlog Prioritization
- Task-Level Definition/Estimation

## What I've Learned

- Agile teams can work happily
- Know your strengths, play to them
- Getting Things Done
- Listening and talking go a long way

## Interests

- UX Research and Design
- Crypto, Web3, DeFi, RealFi, ADA
- Photography, Music, Literature
- Longtermism, Effective Altruism
- Erik Hoel
- Accessibility

## Professional Profile

I have an analytical inclination. I've learned to target for market fit, focus on proper scope, attend to User Experience [UX], apply results, measure, iterate, and improve. Understanding the business, and humane, side of all parties is critical.

## Work

2022–today	<b>Product Manager</b> [ NEWM ] <ul style="list-style-type: none"><li>• Building on roadmap, democratizing access to independent artists</li><li>• Scope and own requirement specifications and delivery</li><li>• Fit requirements by product needs, with input from UX research</li><li>• Team build: communication, standardised process, and operations</li><li>• Implementing product metrics with data analyst, marketing, CFO</li></ul>
2022–2022	<b>Project Manager</b> [ TOTS ] <ul style="list-style-type: none"><li>• Year project delivered to end client, and publicly on the App Store</li><li>• Talking to customers, getting requirements, strategy, follow up</li><li>• Task management and building standardized processes to scale up</li><li>• Webpage usability: Hi-Fi wireframing, user workflows, development</li></ul>
2021–2022	<b>Project Manager</b> [ PREFERATI ] <ul style="list-style-type: none"><li>• Sprint planning, backlog grooming, workflow and resolution</li><li>• WordPress CMS: wireframing, picture editing, SEO improvement</li><li>• Team lead building an ATS (applicant tracking system) from scratch</li><li>• Implementing CRM improvements and features</li></ul>
2020–2021	<b>Technical Writer</b> [ WILLDOM ] <ul style="list-style-type: none"><li>• Building content with developers, talent and marketing across teams</li><li>• Interviewing subject-matter experts on development and QA</li><li>• Preparing and Measuring OKRs and KPIs impact on team morale</li></ul>
2019–2020	<b>Back End Web Developer</b> [ ROSS OUTSIDE THE BOX ] <ul style="list-style-type: none"><li>• Scrum team ceremonies to focus on clients' needs and requirements</li><li>• Building big data workflow (knife) with testing performance (e2e)</li><li>• Creating CRUD components with nodejs and expressjs</li></ul>
2012–2020	<b>Ethnographic Researcher</b> [ Field Research – Brazil / Argentina ] <ul style="list-style-type: none"><li>• I ran interviews, and did ethnographic observation as work methods</li><li>• To produce the final thesis work in a professional compiler: <math>\LaTeX</math></li><li>• Research grant granted in Brazil, by CAPES</li></ul>

## Education

2019–today	<b>System's Analyst</b>	[ ESCMB/UNC – Córdoba, Argentina ]
2012–2014	<b>Master's in Sociology</b>	[ UNICAMP – São Paulo, Brazil ]
2002–2009	<b>Graduate in Sociology</b>	[ UBA – Buenos Aires, Argentina ]

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