JORGE FRIAS

Hola,

I'm a product designer, product manager, and ultimately a developer (with a startup CTO tag). Primarily interested on UX, R&D, automation, and technology strategy.

Fluent in English and Spanish.

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jorgefrias.eu

What I do best

- Identifying and solve problems with novel approaches
- Deep dive, understand, abstract, and explain complex problems
- Quickly adapt to a fast-changing environments
- Iterate over problems and solutions

Education

Master's in Computer Science
Universidad Carlos III de Madrid
2017 – 2019 • Spain

Master's in Computer Engineering
Universidad Carlos III de Madrid
2017 – 2019 • Spain

Bachelor's (exchange) in Computer Science
Politechnika Warszawska
2016 • Poland

Bachelor's in Computer Science
Universidad Carlos III de Madrid
2013 – 2017 • Spain

Awards

Entrepreneurship Award
Universidad Carlos III de Madrid
2019 • Spain

Experience

CTO | Reliby
2019 – Present

At Reliby, our aim is to enhance your eyewear shopping experience through our app, surpassing the convenience and satisfaction offered by traditional brick and mortar stores.

As a co-founder of Reliby, I have shouldered various responsibilities. My primary focus is to conceive and develop the necessary technologies to realize our vision:

Key achievements

- Formed and lead a small engineering high-performance team with diverse skill sets.
- Successfully navigated the process of bringing the business and its technologies from concept to the market, successfully releasing four versions.
- Secured 9 B2B partnerships.
- Obtained 6 high-profile features in leading newspapers and fashion magazines, for the buying experience.
- Stablished a comprehensive repository of internal SW/HW tools to optimize resource utilization 20x.

CTO responsibilities

Created and evolved the disruptive technology strategy, bringing: AR, data science, ML, AI, and automation to the old-fashioned world of eyewear retail.

Defined the technologies we had to research and develop to fulfill the business goals.

Implemented the agile development practices used on development and 3D modeling pipeline.

Product Design responsibilities

Conducted user research to identify the discrepancies between AR and real-life experiences. Translated the research learnings to concepts, design prototypes, and testing; ending up in what we call Extended AR. Read more: Reliby Case Study.

Designed the UX/UI of app, web, virtual try-on (AR), and seamless integration with third party websites.

For internal customers, I designed tools used by 3D artists. Identify needs, targets for automation, pain points, ultimately providing easier ways to do their work. Designing the *Reliby 3D Pipelin*e Manager (20x time/cost improvement).

TOOLS: Figma, Adobe XD, Illustrator, Photoshop, After Effects

Product Management responsibilities

I make sure all members of the team, products and features built, never lose sight of the customer needs, and the business long term goals.

I carry a balancing act between final customers (people buying sunglasses on Reliby), and the business customers (companies selling their glasses); ensuring the product makes sense for both – being the user the primary focus.

TOOLS: Trello, Telegram

Lead Developer responsibilities

Developer of the iOS app (+ virtual try-on), 3D modeling tools, and 3D pipeline.

I created general automations to eliminate repetitive tasks: app localization, prospective client email crawling, client email outreach, automations for Blender, and CGI photography automation.

I develop robotics to automate and aid on the 3D modeling pipeline. As well as machines for data extraction of the physical glasses properties, to provide users with the information needed for the *Extended AR.*

LANGUAGES: Swift, SwiftUI, C, C++, C#, Python, JavaScript, TypeScript

THECHNOLOGIES AND FRAMEWORKS: Git, ARKit, CoreML, UIKit, USD, .NET Core, SQL Server, REST, Razor Pages, Blender + Addons, HTML, Bootstrap, REST

Product Photography Automation

Ensuring top-quality, pixel-perfect imagery is essential for our business, as it plays a vital role in building trust with our users. While traditional eyewear brands struggle to offer this level of quality, I have developed innovative techniques to create custom product images for our app. These images are computer-generated and fully automated, which means there are no added costs.

By leveraging the 3D models that we use for our Virtual Try-On feature, we can deliver stunning, highly accurate product images that help our customers make informed purchase decisions.

Research Support Technician | Universidad Carlos III de Madrid

Jan – Sep 2018 (during my master's degree)

I worked on a cross-European research project (Compass) aiming to unify the courses descriptions from universities across Europe, with the objective to ease the "similar courses matching" process that Erasmus students need to perform when requesting the exchange, automating the crawling and data conversion processes.

Passion Projects

Pocket Pass Manager

Pocket Pass Manage is a local password manager for your iPhone, the vault database never leaves your device. As people also need their passwords on other devices, the app creates a web page on the local network to securely access the passwords from other devices. No password travels the internet! How cool is that?

I created this app in my free time as an alternative to LastPass, which I had previously used until they switched to a subscription model. I found this move to be disappointing and decided to design an architecture that would eliminate the need for servers, ensuring complete locality, at no maintenance cost. This approach offers greater security than LastPass because your database never leaves your device.

The result is an app that is not only incredibly easy to use, but also enjoyable to code. I continue to add features to the app to address the annoying password-related issues in my own life, as well as those shared by others who reach out to me via email.

I also had a breakthrough in my iOS developer career. I developed a method to fully automate the process of capturing App Store screenshots and editing their layout for multiple languages.

Pocket Pass Manager is available on the App Store.

Personal Stuff

Photography

I love to capture the people and moments in my life. I print photo books and have them laying around the house, nothing beats a printed photo!

Coffee

As an engineer, I often feel like a black box that transforms caffeine and sleep deprivation into cool code (how does GPT-3 inputs the coffee?).

However, I also have a deep appreciation for coffee and enjoy connecting with people in cozy cafes. One of my favorite spots is a local, old chain that's often filled with grandmas. It's a peaceful setting where I can savor delicious sandwiches and take a break from the demands of work. If you ever find yourself in Spain, I highly recommend visiting Rodilla.

Ski

My favorite sport is skiing without a doubt! It's the only sport where my coordination doesn't resemble that of a toddler, which is probably why I'm so fond of it.