



Hola,

I'm a product designer, product manager, and ultimately a developer. Primarily interested on 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

Co-founder | Reliby

2019 - Present

I co-founded Reliby, and so I have taken on a wide range of responsibilities and positions, as is usual for the founder of a start-up.

Reliby it's an app and web where you can try-on glasses from independent brands, just as in the store.

Key achievements

7K app downloads, 9 clients, 6 media publications, multidisciplinary team, large repository of SW/HW tools to get a lot done with few people.

CTO | Reliby

2019 - Present

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.

Technology strategy, automation, scalability, Jira, Trello, team building, team motivation

Senior Product Designer | Reliby

2019 - Present

I'm responsible for:

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

User research on Augmented Reality to try-on glasses. Identifying the gaping holes left by AR vs. real experience.

Concepts, design prototypes and iterations, to transmit the knowledge customers need to buy eyewear with AR (Extended AR).

Seamless interaction from a desktop/mobile web to the app (and AppClip), where our Virtual Try-On technologies run.

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

Every single step of the way I collect feedback, ideas, and problems, from the whole team. Ultimately, we are all designers, that's why we create amazing products.

User research, user-centered design, design goals UI, UX, UXD, Adobe XD, Illustrator, Photoshop, After Effects, Figma, prototypes, mockups, collaborative design

Product Manager | Reliby

2019 - Present

Obsessed with the customer, and their problems. I make sure all members of the team, products and features built, never lose sight of the customer needs, and business goals.

I carry a balancing act between final customers (users buying sunglasses on Reliby), and the business customers (companies we sell their glasses and provide the virtual try-on service to); ensuring the product makes sense for both.

Collaboration, deadlines, multidisciplinary teams, presentation abilities, attention-to-detail, teamwork, priorities, Jira, data analysis

Senior Developer | Reliby

2019 – Present

Lead developer during the first stages of the company.

Currently I am the main developer of the iOS app, virtual try-on, website front, 3D modeling tools, and 3D pipeline.

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

I developed 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*.

I designed the recommendation system, with fast profiling and considering physical characteristics of the user (which glasses will fit you best).

I also oversee the development of the backend (database, APIs, security, and scalability), website infra, automated marketing tools, Android app prototypes and measuring algorithms, and backend managing tools.

Swift, SwiftUI, ARKit, CoreML, UIKit, iOS Development, C#, C, C++, USD, USDZ, Python, Arduino, Raspberry Pi, 3D Printing, micro controllers, custom PCBs, rapid prototyping, compliant mechanisms, web development, HTML, Bootstrap, JavaScript, TypeScript, .NET Core, SQL Server, REST, Razor Pages, Blender Addons

Head of CGI Product Photography | Reliby

2019 – Present

I applied my passion for photography, and eternal desire for automation, into creating custom product images for the app, completely computer generated, and fully automated.

The images are photorealistic, with highest quality possible (all the images are at the level of Apple's product images).

Custom pixel-perfect imagery is key for the business, as it helps build trust with the customer, showing our obsession for perfection and attention to detail.

All at no added costs, the process reuses the 3D models created for the virtual try-on, and automatically renders the images when the model is created (it even uses the modeler's workstations when they are idle to render).

Automation, product photography, CGI, rendering, photorealism, Blender, raytracing, pixel-perfect, cost reduction

Research Support Technician | Universidad Carlos III de Madrid

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

Mainly 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.

I also worked on the public presentations for the project as a writer, designer, and presenter.

Web crawling, data parsing, data analysis, Keynote, PowerPoint, presentation skills

Passion Projects

Pocket Pass Manager

A local password manager for your iPhone with easy access to passwords from other devices over the local network.

On the app tap access, open the web page, scan the QR code, and the credentials are available on the other device (works like magic).

[It's available on the App Store.](#)

Swift, SwiftUI, encryption and privacy, sockets, automated AppStore screenshots

Personal Stuff

I love photography, I really like 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!

Science divulgation, I like to know how the universe works, also sci-fi, because of how the universe could be (also, it is fun).

I enjoy coffee a lot, I love connecting with people with a warm cup in a cozy café. I really like a local old chain (filled with grandmas), it's just peaceful and the sandwiches are a delight (if you travel to Spain, I cannot recommend Rodilla enough).

Favorite sport: ski, no doubt! The fact that it's the only sport where I don't have the coordination of a toddler might contribute to my fondness for it.