JULIO OCHOA

hi!

DESIGN PROGRAM MANAGER

+ ABOUT ME

I manage the design, building, and development of software applications. I am a multi-disciplined individual focused on composing user workflows, information architecture systems, application interface visual designs and agile software development. As a passionate leader, I unlock individuals' potential and inspire innovation within the technology and software development industry. My philosophy of leadership is based on knowledge, growth, opportunities, and learning. Using my holistic insight and innovative multidisciplinary collaboration principles, my promise is to strengthen and empower individuals and collectives to perform at their greatest potential. Moreover, energize, focus and align software development organizations, resulting in sustainable acceleration of processes and reduction in misallocated time.

+ TOOLS

- Asana
- Sketch/Invision
- Abstract
- HTML/CSS/JavaScript
- Lucidcharts
- Adobe Suite
- R Studio

+ SKILLS

- Data Analysis
- Problem Solver
- Leader
- Team Player
- Adaptable
- Innovation Management
- Communication

+ EDUCATION

AUGUST 2015 – AUGUST 2017
UNIVERSITY OF REDLANDS
MASTERS OF BUSINESS ADMINISTRATION – MARKETING

OCTOBER 2007 - SEPTEMBER 2011
THE ART INSTITUTE OF CALIFORNIA INLAND EMPIRE
BACHELORS OF SCIENCE – GRAPHIC DESIGN

+ CONTACT INFORMATION

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BLOG.JULIO8A.COM

+ EXPERIENCE

OCTOBER 2017 - PRESENT
DESIGN PROGRAM MANAGER - ESRI

- Strategic and tactical planning of ESRI's design system/design language Determining, defining and presenting cost efficiencies of system design solutions
- Designing, developing and executing programs to move projects forward efficiently, effectively, at low cost and increase impact
- Support the management team with effective team communication, proactive problem solving, and information distribution
- Working with cross-functional team members: designers, developers, product engineers, writers, product managers, and business stakeholders to ensure smooth product development
- Contributing to the harmony of all of Esri's UI and UX practices, from esri.com pages to the ArcGIS platform products
- Measuring the impact of programs both qualitatively and quantitatively

NOVEMBER 2016 - OCTOBER 2017
SENIOR PRODUCT DESIGNER - ESRI

- Lead UI designer for Operations Dashboard for ArcGIS (also UX and front-end).
- Contributor to Esri's design system through components and patterns development.
- Created a standardized template for web SaaS product homepage applications (part of design system).
- Created a system for software products to consume SVG symbology. Centralized symbology for consistency within the ArcGIS platform.
- Awarded fellowship (full ride) to University of Redlands (MBA, Marketing).
- Big data mining and analysis – Worked with social media team (Facebook, Twitter, etc) to generate sentiment, trends and patterns outputs leveraging R.

APRIL 2012 - NOVEMBER 2016
UX/UI DESIGNER - ESRI

- Organizational efficiency using model-based design
- Lead UI designer for a new product, Open Data, at the Esri DC R&D center.
- Web, tablet, and mobile application interface design.
- Managed and mentored new user interface designers.
- Worked on a new digital environmental design project, Urban Observatory- http://www.forbes.com/sites/liyanchen/2013/07/08/billionaire-jack-dangermond -launches-urban-observatory-with-big-data-interactive-maps/
- Rookie of the year award.

SEPTEMBER 2015 - DECEMBER 2015
ADJUNCT INSTRUCTOR - WEB DESIGN - ART 265.01
UNIVERSITY OF REDLANDS

- Provided an understanding of the digital creative process for digital design – from roughs and creative brainstorming, terminology, functionalities, effective usage and through final site design.
- Basic knowledge of HTML & CSS principles for a basic website design
- Approaches to composition focusing on developing best practices, creative solutions, image integration, and effective communication.

NOVEMBER 2011 - APRIL 2012
UX/UI DESIGNER & FRONT END DEVELOPER - FINDLEGALFORMS INC

- Product placement and design on over 230,000 products
- Analyze Consumer: Click Heat Map, A/B Testing, and Multivariate Testing
- CMS (Content Management System) through feeder websites
- Web Optimization (cache, zip and serve from the cloud)
- Responsive Design Solutions (mobile media queries/jQuery Mobile)
- Optimize/Design: lawguru.com, kupple.com, websitebroker.com etc

MAY 2009 - MAY 2015
OWNER / INFORMATION ARCHITECT- JULIO8A.COM

- Conceptual Development and Message making
- Multi-project organization and strategy
- Develop and contribute marketing material
- Analyze and improve SEO
- Ability to construct full websites (HTML, CSS and jQuery)
- Interface design and user friendly designs

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DESIGN PROGRAM MANAGER

+ COMMUNITY ENGAGEMENTS

2018

October 2nd, Inland Empire Startup Week – Riverside, CA
Design Tools For Building Engaging Digital Experiences

2017

May 5th, The Orange Space – Redlands, CA
The Relationship Between Business and Design

May 11th, The Art Institute of California Inland Empire
Workshop: Leveraging R and public Twitter data for sentiment analysis and machine learning

July 14th, The Art Institute of California Inland Empire
Insights: Working at Esri

August 28th, The Art Institute of California Inland Empire
Designing With Fibonacci's Number Sequence

September 29th, Riverside Startup Week
UX & UI – Designing Engaging Applications

October 11th, The Art Institute of California Inland Empire
UX & UI – Designing Engaging Applications

+ CORPORATE ENGAGEMENTS

2016

March 10th, Esri's Developer Summit – Palm Prings, CA
Designing with Fibonacci's Number Sequence

June 28th, Esri's User Conference – San Diego, CA
Revamping your App Case Study: Operations Dashboard for ArcGIS

2015

March 9th, Esri's Developer Summit – Palm Prings, CA
Multidisciplinary Approach to Design Problem Solving: An Inclusive Process

July 22th, Esri's User Conference – San Diego, CA
Designing with Fibonacci's Number Sequence

2014

March 5th, Esri's Developer Summit – Palm Prings, CA
Organizational Efficiency Using Model-Based Design

July 9th, Esri's User Conference – San Diego, CA
Designing for Mobile: First Considerations