

+ INTRODUCTION

As a passionate leader in the product design space, 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 continuous learning. With a strong background in design systems, cross-functional team management, and strategic planning, I aim to strengthen and empower teams to perform at their greatest potential. I focus on driving user-centered design, enhancing user experience, and achieving business goals through effective collaboration and process optimization.

+ TOOLS

- Miro/Lucidcharts
- Balsamiq
- Figma
- HTML/CSS/JavaScript
- GitHub
- Adobe Suite
- R/Python

+ SKILLS




- Data Analysis
- Problem Solver
- Leadership
- Team Player
- Adaptable
- Management
- Communication

+ EDUCATION


 **The Art Institute of California Inland Empire**
Bachelors of Science — Graphic Design
October 2007 - September 2011

 **University of Redlands**
Master of Business Administration — Marketing
August 2015 - August 2017

+ CONTACT INFORMATION

-  **760.625.5362** mobile
-  **julio8a00@gmail.com** email
-  **julio8a.com** website

+ TEACHING EXPERIENCE

 **Adjunct Lecturer — Product Design**
University Of California, Riverside
August 2022 — November 2022

 **Adjunct Lecturer — Product Design**
California State University Of San Bernardino
September 2019 - September 2021

 **Adjunct Instructor — Web Design**
University of Redlands
September 2015 - December 2015

+ PROFESSIONAL EXPERIENCE

Design Systems Lead

Yahoo! August 2022 — Present

- Managed the design system for Yahoo properties (Homepage, News, Mail, Search) to ensure brand consistency and user experience.
- Provided cross-platform support using design tokens for iOS, Android, and Web.
- Implemented automation for documentation, asset distribution, and component generation, improving efficiency.
- Enabled automatic generation of Figma files, streamlining the design process and ensuring up-to-date design systems.
- Created a design system configurator for multi-design system creation and management, promoting scalability and customization.

Design Systems Lead

State Farm (Quanata) October 2021 - August 2022

- Strategized multi-product theming system, standardizing foundations nomenclature for consistent user interface design.
- Managed cross-platform design systems for iOS, Android, and Web to ensure seamless user cross platform collaboration.
- Oversaw resource management and planning, optimizing team performance and project timelines.
- Scoped and managed foundations, components, patterns, and product adoption, driving design system adoption and innovation.

Manager, Design Systems

Esri October 2017 - October 2021

- Owned and led the Calcite Design System, supporting various Esri products to ensure cohesive design standards.
- Recruited and managed a design system team, conducting performance reviews and fostering professional development.
- Facilitated communication and problem-solving across cross-functional product teams, enhancing collaboration and efficiency.
- Launched and expanded the Calcite Design System for internal and external stakeholders, driving product consistency and user satisfaction.

Senior Product Designer

Esri November 2016 - October 2017

- Led product design for ArcGIS Dashboards, focusing on UX, UI, and front-end development.
- Contributed to Esri’s design system by developing components and patterns, creating standardized templates for web SaaS product homepages.
- Developed a system for software products to utilize SVG symbology, ensuring consistent visual language across the ArcGIS platform.
- Awarded a full-tuition fellowship to the University of Redlands (MBA) for outstanding contributions.
- Conducted big data mining and analysis to generate insights, trends, and patterns using R.

UX/UI Designer

Esri April 2013 - November 2016

- Improved organizational efficiency through model-based design methodologies.
- Served as Lead UI Designer for the Open Data product at the Esri DC R&D center, enhancing usability and user experience.
- Designed interfaces for web, tablet, and mobile applications, ensuring responsive and user-friendly designs.
- Managed and mentored new user interface designers, fostering their professional growth and skill development.
- Contributed to the Urban Observatory digital environmental design project, receiving the Rookie of the Year award for outstanding performance.

UX/UI Designer & Front End Developer

FindLegalForms Inc November 2011 - April 2013

- 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