JULIO OCHOA
hi!

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/Insion
- Abstract
- HTML/CSS/JavaScript
- Lucidcharts
- Adobe Suite
- R

SKILLS

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

EDUCATION

University of Redlands
Master of Business Administration – Marketing
August 2015 - August 2017

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

CONTACT INFORMATION

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PROFESSIONAL EXPERIENCE

Design Program Manager / Team Lead
October 2017 - Present - ESRI

- Product owner of Calcite, Esri's Design System
- Team lead for Design System team made up of multidisciplinary individuals
- Strategic and tactical planning of ESRI's design system/design language
- Determining, defining and presenting cost efficiencies of system design solutions
- Support the management team with effective team communication, proactive problem solving, and information distribution
- Working with product teams across the company from designers, developers, product engineers, writers, product managers, and business stakeholders to ensure smooth product development
- Launched the Calcite Design System as part of the ArcGIS Platform (PaaS) offering. Expanded offering to Partners, Distributors, and Esri's general development community.

Senior Product Designer
November 2016 - October 2017 - 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.

UX/UI Designer
April 2013 - November 2016 - 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.

UX/UI Designer & Front End Developer
November 2011 - April 2013 - FINDLEGALFORMS INC

- Product placement and design on over 230,000 templated 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

TEACHING EXPERIENCE

Adjunct Lecturer
September 2019 - Present - CALIFORNIA STATE UNIVERSITY OF SAN BERNARDINO

- DES 3205 – Web & Application Design
- DES 3715 – User Interface and User Experience Design
- DES 3020 – Branding & Brand Identity
- DES 3600 – Digital Motion Graphics

Adjunct Instructor - Web Design - Art 265.01
September 2015 - December 2015 - 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.