

# JULIO OCHOA



## + ABOUT ME

I am a multi-disciplined individual with experience composing user workflows, information architecture systems, application interfaces visual designs, and contributing to agile software development. As a passionate leader, I unlock individuals' potential and inspire innovation within the technology and software industry. My philosophy of leadership is based on knowledge, growth, opportunities, trust, and learning. Using my holistic insight and multidisciplinary collaborative 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 process and reduction in misallocated time.

## + TOOLS

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

## + 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 Systems Lead

October 2021 - Present - BlueOwl / HiRoad

- Strategic planning for multi product theming system. Requiring nomenclature
- abstraction and standardization.
- Cross platform design system, iOS, Android, and Web. Doc site IA and navigation structure to accommodate and compare cross platform consistency.
- Resource management and planning: design and development
- Manage and scope design and development work for foundations, components, patterns, and product adoption.

### Design Program Manager / Team Lead

October 2017 - October 2021 - 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
- 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 ArcGIS Dashboards (also UX and front-end).
- Contributor to Esri's design system through component and pattern 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 tuition) to University of Redlands (MBA, Marketing).
- Big data mining and analysis – Worked with social media team (Facebook and Twitter) to generate sentiment, trends, and pattern 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-launch-es-urban-observatory-with-big-data-interactive-maps/>
- es-urban-observatory-with-big-data-interactive-maps/
- Rookie of the year award.

### UX/UI Designer & Front End Developer

November 2011 - April 2013 - FINDLEGALFORMS INC

- 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