JULIO OCHOA
hi!

UI / UX DESIGNER

CONTACT INFORMATION

Website
www.jcodesigns.com

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CAREER GOALS

" As a designer I define and provide solutions by focusing on Usability, User Centric Designs and the Consumer Experience. Personal artistic skill and technique ensures quality in my work, implementing knowledge of color, space, form and typography into every project. As a visual communicator my challenge is to positively affecting the consumer choice. As a lifelong Learner I live and breathe design, which has always been a part of life. My design philosophy is user-centered and accounts of, accessibility, functionality, usability, likeability and sociability. "

TECHNICAL SKILLS

	BEGINNER	INTERMEDIATE	EXCELLENT	EXTRAORDINARY
PHOTOSHOP				
INDESIGN				
ILLUSTRATOR				
AFTER EFFECTS				
HTML / CSS				
JQUERY				
JQUERY MOBILE				
FLASH				

EDUCATION

OCTOBER 2007 - SEPTEMBER 2011

THE ART INSTITUTE OF CALIFORNIA INLAND EMPIRE
B.S. GRAPHIC DESIGN

MORE INFORMATION

For more information on the services that I provide and projects that I have worked on

CHECK OUT MY ONLINE PORTFOLIO AT:

WWW.JCODESIGNS.COM

EXPERIENCE

APRIL 2012 - PRESENT

USER INTERFACE DESIGNER - **ESRI**

- Organizational efficiency using model based design
- UI designer for ArcGIS Online new product release at the Esri DC R&D center.
- Web, tablet and mobile application interfaces.
- Managed and mentored new user interface designers.
- 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.

NOVEMBER 2011 - APRIL 2012

UI/UX 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)
- Web Optimization (cache, zip and serve from cloud)
- Responsive Design Solutions (mobile media queries/jQuery Mobile).
- Optimize/Design: lawguru.com, kupple.com, websitebroker.com etc.

MAY 2009 - PRESENT

FOUNDER / INFORMATION ARCHITECT - **JCODESIGNS.COM**

- Conceptual Development and Message making.
- Organization with multiple projects.
- Develop and contribute marketing material.
- Analyze and improve SEO (Search Engine Optimization) .
- Ability to construct full websites (HTML, CSS and jQuery).
- Interface design and user friendly websites.

JUNE 7 2012 - JULY 20 2012

ELECTRONIC EVENT CURATOR
BEST OF THE BEST - AICAIE STUDENT ADDY AWARDS 2012

- Experimental Art Gallery - QR codes for tablets and mobile devices.
- CSS Media queries for responsive design content / design solutions.
- Social Interaction for users by allowing sharing through social networks.
- Event was well attended.

MARCH 2010 – OCTOBER 2011

WEB ADMINISTRATOR - **THE ART INSTITUTE OF CA IE VISUAL ARTS GALLERY**

- Analyze and improve SEO.
- Strategically modify and place content (content management).
- Semantic programming for easy collaboration and manipulation.

MAY 2008 - JUNE 2011

PHOTOGRAPHER / LAB TECHNICIAN - **HAPPY PICTURES PHOTOGRAPHY**

- Responsible for production equipment.
- Record keeping and accounting for ink and paper used.
- Print an average of 120 images a day.
- Assure equipment has proper calibration.
- Branding and merchandising.