JULIO OCHOA

hi!

DESIGN MANAGER

+ ABOUT ME

I am a multidisciplined 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

- Sketch
- Invision
- Abstract
- HTML/CSS/JavaScript
- UML
- R
- Adobe Suite

+ 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
B.S. GRAPHIC DESIGN

+ CONTACT INFORMATION

MOBILE NUMBER
760.625.5362

EMAIL
JULIO@JULIO8A.COM

WEBSITE
JULIO8A.COM
BLOG.JULIO8A.COM

+ EXPERIENCE

OCTOBER 2017 - PRESENT
DESIGN PROGRAM MANAGER - ESRI

- Strategic and tactical planning of ESRI's design system, Calcite
- Determine, define and present cost efficiencies of global designs
- Manage and direct Esri's design system through 8 programs (Leadership, Business, Core Brand, Change Management, Internal Customer Research, Ambassadors, Production and Accessibility).
- Extended the framework for our internal design system into a wider documentation site that includes patterns for web, native mobile, desktop software, and other technologies.
- Collaborate with cross-functional team members such as designers, developers, writers, and business stakeholders to develop groundbreaking design that showcases Esri's design patterns
- Contributed to the harmony of all of Esri's UI and UX practices, from esri.com pages to ArcGIS platform products

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
UI/UX 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.

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
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 - MAY 2015
OWNER / INFORMATION ARCHITECT - JULIO8A.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.