

# JULIO OCHOA



## SR. PRODUCT DESIGNER

### + ABOUT ME

I am a multidisciplinary 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

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

### + 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

#### NOVEMBER 2016 - PRESENT

##### SENIOR PRODUCT DESIGNER - ESRI

- Lead UI designer for Operations Dashboard for ArcGIS
- Contributor to Esri's design system
- Created a standardized template for SASS product home page applications (part of web product design system).
- Created a system for software products to consume svg icons. The system centralizes symbology for consistency in the ArcGIS platform
- Awarded fellowship (full ride) to University of Redlands
- Worked with R and social media (Facebook, twitter, etc) data to access consumer sentiment, trends and patterns.

#### 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.

#### 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.