

Simplicity is the discipline of focus and balance. To practice simplicity is to focus on the core problem, know the intended audience, and to have a solid understanding of every tool at your disposal before creating a solution. My diverse background and experience let me work closely with varying stakeholders and contributors, while my focus on empathic design philosophies allow me to create experiences that are simple, intuitive, and enjoyable.

Experience

Freelance Agent, Present

As a freelance agent I've assisted several concurrent clients with the design of their products and services, involving mobile and web platforms. Some of my past clients include: Flux.io, Apple, Blue Shield of California, Intuit, SmartShoot, Lab Zero, Visa, Inkstone Mobile, FanSnap (Acquired by SeatGeek), Apture (acquired by Google)

Senior User Experience Designer (Contract), Blue Shield of California, 11 / 2014 - 7 / 2015

Returned to Blue Shield of California to continue my UX efforts and assist the mobile design team in establishing new design guidelines for their updated mobile platform, and to create responsive web prototypes.

Engagement Manager (Contract), Apple, 5 / 2013 - 8 / 2014

Returned to Apple after 5 years, to assist the Facilities department with the design, architecture, and development of their internal tools. As an Engagement Manager I coordinated with external development vendors to ensure project release cycles were adhered to, code compliance was maintained, and feature development proceeded in keeping with Apple's needs.

Senior User Experience Designer (Contract), Blue Shield of California, 10 / 2012 - 8 / 2013

I was initially engaged to design new sections for Blue Shield's mobile site, but after seeing my initial work I was tasked with completely re-designing Blue Shield's mobile site, including a semantic refactoring of the front-end code and defining reusable components for the development team. In addition I led future focused design exploration sessions with the existing UX team and stakeholders.

Mobile UI Architect, JPMorgan Chase, 5 / 2011 - 5 / 2012

At JPMorgan Chase I facilitated communication between the design and development teams by helping each group understand the goals of the other. I additionally performed a great deal of iOS UI R&D to provide guidance to the design teams in terms of future product development spanning all mobile platforms.

Agent of Simplicity, Sugarcube, Inc., 7 / 2008 - 8 / 2010

Sugarcube provided professional iPhone application development services to companies and individuals eager to leverage the iPhone platform. As an Agent of Simplicity I drove all design, interaction, usability and creative direction of the application creation process. In collaboration with engineering teams and clients I created final form design mockups, interactive prototypes, and interaction behavior specifications.

Senior Manager of Web Services, Stanford - Alumni Association, 10 / 2008 - 10 / 2009

The Web Services group designs and builds content for StanfordAlumni.org and StanfordMag.org. During my time at Stanford I led and mentored a team of designers and engineers in the application of up-to-date web practices, and improved the publishing workflow using up-to-date technologies.

UI Engineering Lead, Apple - iTunes, 8 / 2005 - 8 / 2008

UI Engineering works closely with the design and engineering teams to bridge the gap by ensuring engineers understand the needs of designers and designers understand and design within the abilities of the target application or service. I led the UI Engineering team for iPhoto 6 in the creation of new book, calendar and card themes, and then went on to lead iTunes store content delivery for TV worldwide. I worked closely with content encoders, editorial, and design teams to ensure content quality and metadata accuracy, while building systems to shorten the content delivery workflow and track the content release schedule.

Engineer / Project Manager, Apple - Custom Software Solutions, 10 / 2002 - 8 / 2005

The CSS group fills specialized OS customization orders placed primarily by educational institutions and small businesses to fit their specific site needs. My primary responsibility was to build and maintain a tracking system that would allow sales executives to place orders with the CSS team and specify the customizations they required in an easy and dynamic way. During this time I designed and built a three tiered system for placing orders, order fulfillment and quality assurance, while managing project timelines and release schedules for customer orders.

Skills

Management

Project Management, Team building, Mentoring, Hiring, Conflict Resolution, Purchasing

Hardware

Electronics, Arduino, PCB Layout, Part Manufacturing, Robotics

Software

PHP (Laravel, Yii), JavaScript (ExtJS, JQuery, Bootstrap, UIKit), Objective-C (Cocoa), AppleScript, Perl, Shell Scripts, Processing, Behat, Mink

Design & Layout

HTML5, CSS3, SASS, XML, XSLT, JSP, Photoshop, Illustrator, InDesign, OmniGraffle, Sketch, SolidWorks, AutoDesk Inventor

Server & Database

Apache, MySQL, LDAP, FTP, FileMaker, CVS, Subversion, GIT, Teamsite, Mac OS X, Linux

Full Work History on LinkedIn: www.linkedin.com/in/ramonyvarra

Portfolio available at: www.agentofsimplicity.com