

RAMON YVARRA

AGENT OF SIMPLICITY

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@SIMPLICITYAGENT

SKILLS

Software

- PHP (Laravel, Yii)
- Python (Flask, Marshmallow)
- JavaScript (React, ExtJS, JQuery, Bootstrap, UIKit)
- Mobile (React Native, Swift, Objective-C, Android Java)
- Scripting (Perl, Bash, AppleScript)

Design & Layout

- Web (HTML5, CSS3)
- Adobe (PS, AI, INDD, XD)
- Sketch
- OmniGraffle

CAD, Gaming & Visualization

- SolidWorks
- AutoDesk Inventor
- OnShape
- Unreal Engine 4
- Processing (Java)

Server & Database

- Nginx
- Node JS
- Apache
- Postgres
- MySQL
- LDAP
- FileMaker
- GitLab CI
- Wordpress

PHILOSOPHY

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 ones 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

Director of User Experience, Karmic Labs, 4/2016 - Present

After beginning at Karmic as their principle UX designer, I quickly became tasked with managing several of Karmic's core efforts, involving design, development, and collaborating with Karmic's entire leadership team. As director I drove requirements for all customer facing deliverables, and was responsible for the holistic user journey. During my time with Karmic I established a cohesive brand and design language that extended to all digital and print channels.

Freelance Agent, 2010 - 4/2016

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.

ADDITIONAL SKILLS

Hardware

- Arduino
- PCB Layout
- Mechanical Design
- Manufacturing
- Robotics

Management

- Hiring
- Mentoring
- Team Building
- Project Management
- Purchasing

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.

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

Portfolio at:
www.agentofsimplicity.com