JULIAN GUTIERREZ

San Dimas, CA • linkedin.com/in/jvgutierrez • julian@j2pro.net • j2pro.net

PROFESSIONAL SUMMARY

Highly accomplished and results-oriented Design Leader with deep technology and design experience, now seeking to leverage deep expertise in AI/ML-augmented cognitive data science, user experience (UX) design, and strategic digital transformation to excel as a Director / Design Leader. Proven leader in establishing and scaling user-centric solutions, driving measurable business impact through evidence-based design thinking, advanced analytics, and cross-functional collaboration. Passionate about elevating the human experience within complex enterprise systems and fostering high-performing research functions, with a keen understanding of AI limitations and safety.

KEY SKILLS & CORE COMPETENCIES

- **UX Research & Strategy** - User Experience (UX) Design, User Interface (UI) Design, UX Strategy Planning, Design Thinking, Evidence-Based Design, Cognitive Behavior Research, Usability Research Documentation, 508 Accessibility Testing, Adaptive UI Architecture, User Interface Standards & Validation, Advanced Design Heuristics, Iterative Design, Empathetic Design, User Journey Mapping, Persona Development, Concept-Testing, Heuristic Evaluations, Qualitative & Quantitative Research Methodologies.

- **AI, Data Science & Analytics** - Deep Learning, AIML-Augmented Cognitive Data Science, Artificial Intelligence (AI), Machine Learning (ML), Generative Pre-trained Transformer (GPT) Research (v3.5, v4.0, GPT-4o), Bard/Gemini Research, Claude 3 Research, AI Safety, AI Ethics, Prompt Engineering, Google Analytics Data Mining, Data Analysis (structured, unstructured), Data Science, Information Architecture, Knowledge Management (KM) Systems, Survey Data Analytics, KPI Definition & Monitoring, Real-time User Preference Data/Customer Data Platforms (CDPs), System Simulation, Problem Analysis, Scenario Simulation, Risk Mitigation Metrics.

- **Strategic Leadership & Program Management** - Digital Transformation, Enterprise Architecture, Solution Architecture, Strategic Alignment, Vision Casting, Request for Proposal (RFP) Strategy, Product Gap & Risk Analysis, Agile/Scrum Methodologies, SDLC Compliance, Cross-functional Collaboration, Stakeholder Influence, Talent Mentorship, Change Management, Business Analysis, Process Optimization, Program Leadership, Customer Lifecycle Management, Voice of Customer (VoC).

- **Technical Proficiency/Awareness** - Full-stack Development, Object-Oriented Digital Experience Design (OOED), HTML/XHTML, CSS, JavaScript, jQuery, Bootstrap, AngularJS, ASP.NET, .NET MVC, PHP, Python, Backbone, MVC Prototypes, API Design, Cloud Technologies (AWS, Azure, MS Dynamics 365, SharePoint), Cybersecurity Compliance (HIPAA, GDPR, CCPA, NIST CSF, OWASP, STIG, CMMC), Privacy by Design (PbD), Low-code Application Platforms (LCAP), SecureAuth, BIG IP F5, HIPAA eTool.

EXPERIENCE

Software Architecture Staff / Data Privacy Technologist | QTC Management, Inc. | San Dimas, CA
Mar 2015 – Present

As a strategic Software Architect / UX Architect, I specialize in modernizing complex enterprise systems to drive significant business outcomes. I engineer substantial cost savings and operational efficiencies (for 30+ software engineering, IT services and compliance teams) by integrating AI/ML, data-driven analysis, and evidence-based design, achieving a 75% reduction in vendor costs and a 92.5% decrease (over 5 audit years) in project rework for projects I was assigned. My leadership in architecting secure, compliant (NIST, HIPAA), and user-centric solutions has directly resulted in boosting user retention by up to 40-60% and increasing high-value business inquiries.

- Introduced AI ML deep analysis methodology for AI safety, AI ethics, and risk mitigation and system requirements.
- Led the upgrade of UX/UI standards, including administrative dashboard templates and grid assembly patterns, while ensuring compliance with the latest NIST Security Technical Implementation Guides (STIG) standards.
- Achieved a 40-60% increase in user retention on key website pages and a 60% surge in provider inquiries (valued at $1k each equal to $1 million in unsolicited provider inquiries per year) by driving a strategic alignment between IT Operations, Corporate Communications, Provider Recruitment, and Application Development.
- Championed the formalization and maintenance of application UX architecture standards, usability heuristics, and enterprise non-functional requirements and UI frameworks.
- Drove the development of prototypes and wireframe implementation methods for both legacy and state-of-the-art applications developed with ASP, .Net 5 and 6, AngularJS, PHP, C#, MVC, MVVM, Entity Framework, CHTML, HTML, XML, XSLT, JavaScript, JSON, and Python.
- Instrumental in improving enterprise application architecture standards, implementing application architecture frameworks and developing long-term strategies for improved organizational change and awareness within the information services department especially for .NET MVC/MVVM responsive frameworks which most external applications are in production today.

Software Engineer Staff / UX Design Consultant | Leidos Defense Health Innovation Team | San Dimas, CA
Sep 2022 Project

- Recommended by QTC Vice President, Application Development to help move the project along and provide rapid consultation to Leidos Chief Solution Architect, Leidos Solutions Architecture Staff and Leidos Partnership for Defense Health Innovation Team (LPDH).
- Accountable for UIUX Review of Leidos DoD Healthcare Management System Modernization (DHMSM) System Dependency Dashboard to Senior Solution Architecture LPDH Innovation Team
- Supported long-term growth strategy by providing comprehensive consultation to LPDH team
- Reviewed "as-is" user interface requirements and concept and provided "to-be" recommendations
- Offered comprehensive justifications for proposed designs consistent with best practices for UX design factoring limits of cognitive load to optimize user interface design. Remediation comments supported a presentation format, which better supports users to absorb and process information faster.
- Utilized both Adobe Creative Suite and Microsoft PowerPoint to create low-fidelity mockup annotated with usability concerns and design remediation comments.

Developer / Services Analyst | Raytheon Intelligence / Bryn Neil Intl, LLC | Pasadena & La Cañada Flintridge, CA
Feb 2014 – Oct 2015

Driving impact through architectural leadership for prestigious organizations, I spearheaded transformative digital experience and web application initiatives for the National Science Foundation (NSF) and NASA Jet Propulsion Laboratory Education Department. My contributions included leading user-centric design, responsive front-end development, and advanced UI prototyping to significantly enhance engagement and data accessibility in NASA JPL Chief of Science Intranet portal platform. The NASA JPL Content Management System (CMS) CSS styled theme and design guide once implemented would impact 300+ team sites. The NSF engagement also involved critical analysis and documentation of backend web services, ensuring seamless integration and strategic system performance.

- Led UX/UX improvements for the NASA Jet Propulsion Laboratory Education Department, National Science Foundation (NSF) / Ocean Observatories Initiative, resulting in enhanced user experience and improved data accessibility.
- Lead NSF Services Analyst for reverse-engineering service architecture design for platform with 70+
- Improved NSF UI rendered from backend Python, Flask, JavaScript, Backbone, and Yaml services
- Ensured cross-browser compatibility and optimized web applications for Firefox, Chrome, and IE 7+, guaranteeing a consistent user experience across different platforms.

- Developed HTML/CSS/JS prototypes and UX/UI conceptual designs for various projects at NASA JPL and NSF, demonstrated a strong command of front-end technologies (included application standards for Python, Flask, JavaScript, Backbone, and Yaml services) and UX/UI design principles.

Director, Marketing | UX Development Lead | Consultant | Bernards | Ontario & San Fernando
2012 – 2013

- Architected and led end-to-end digital experience strategies, including Information Architecture for MS Dynamics and comprehensive website strategy and development.
- Spearheaded award-winning marketing communication systems, showcasing expertise in creative and art direction to enhance user engagement and drive business value. This involved leveraging full-stack development capabilities and cross-functional collaboration to deliver tangible results.

Director, Corporate Communications | UX Development Lead | The Bergman Companies | Chino, CA
Jun 2009 – Feb 2013

- Strategically architected and deployed customized server-side SaaS Cloud content management applications
- Oversaw networking and IT support staff for internal operations systems, which significantly enhanced the efficiency of e-marketing content distribution, campaign performance measurement, comprehensive project information management and marketing systems.
- A major leap in the marketing systems design included the implementation of an award-winning marketing communication system, recognized by Walt Disney Imagineering (WDI), underscoring my ability to drive impactful digital transformation. This effort included coordination of dozens of vendors, document library management and developing a knowledge management system between vendors all culminating into multiple hard copy and digital RFP response packages.
- Additionally I championed and implemented mobile device-friendly coding standards for public-facing websites, directly improving user experience and accessibility across digital platforms.

Director, Creative Services | User Experience Architect | Rubicon Resources | Beverly Hills and Culver City, CA
Apr 2005 – Mar 2009

- During my tenure at Rubicon Resources, LLC, I architected and oversaw strategic User Experience (UX) initiatives and design for a global product portfolio.
- I successfully led cross-functional teams to deliver 60+ products across North America, Southeast Asia, and India. Responsible for IT systems for following staff: creative, culinary, quality and domestic and international IT/operations vendors.
- A key achievement included designing and deploying a multi-divisional intranet for global product traceability and regulatory compliance with FDA food safety guidelines.
- My industrial engineering responsibilities also encompassed conducting vendor trade studies, establishing vendor relationships, coordination with intellectual property / patent attorneys and leading technical selection for proprietary packaging and supply chain systems.

Web Application Developer / IT Administrator | Desktop Publisher | Wignes K. Warren, Inc. | West Covina, CA
1999 – 2003

I partnered with Wignes K. Warren, MD/MBA/MSE who mentored me in clinic practice management, business and software engineering. He ran multiple businesses which I helped him by developing and publishing websites, auto accessories ecommerce website, publishing medical literature for his independent physician association (IPA) network, running back office operations and operating the Sri Lanka International Medical Organization. Serving as lead organizer of events for physicians and healthcare software companies who we assessed.

- Led web design and development for digital content and informational websites serving domestic/international healthcare and physician networks.

- Managed Low-code application platforms (LCAP) including: Maxon e-commerce software and several other HIPAA compliance document management platforms he was piloting for his practice and IPA network.
- Utilized work experience to better understand Urchin Analytics (now Google Analytics), Macromedia Products (now Adobe Creative Cloud) among many other frontier desktop publishing and peer-to-peer sharing platforms.

LEADERSHIP, MENTORING & ACADEMIA

- Founder of CaliFlyAI Academy, an online platform dedicated to empowering individuals of all backgrounds with practical AI literacy and making big impacts with basic AI tool usage. My mission is to teach competence and confidence as well as create clear pathways to economic mobility, helping today's workforce thrive.
- Cultivated high-performing engineering teams through mentorship, directly improving design and code quality, accelerating knowledge transfer, and increasing retention.
- Instrumental in onboarding new SDLC teams, assisting in multiple leadership transitions and shifts in project priority, demonstrating adaptable leadership in dynamic environments.
- Key contributor to architecture review board process development, continuous improvement, Architecture Operations (ArchOps), Architecture Center of Excellence (CoE), submission quality review, and follow-up, shaping organizational standards.
- Facilitated effective technical communication and infrastructure knowledge transfer across 30+ technical teams, fostering a culture of continuous improvement and empowering team members.
- Part-time Computer Science Faculty and Industry Liaison at California State University, Los Angeles (CSULA), imparting knowledge on Relational Database Management Systems and AI/ML Sentiment Analysis to future technology professionals.

EDUCATION & PROFESSIONAL TRAINING

- AI ML Sentiment Analysis Project (Computer Science Dept., California State University-Los Angeles, 2024-2025)
- Relational Database Management Systems Curriculum and AI ML Sentiment Analysis Project (Computer Science Dept., PT Faculty, California State University-Los Angeles, 2023)
- Extensive Certifications in Data Privacy (HIPAA), IT Cybersecurity Compliance & Awareness, Cybersecurity Vulnerability Mitigation, Business Continuity & Disaster Recovery, Information Security Compliance (2015-2026).
- Bachelor of Arts, Philosophy | California State Polytechnic University, Pomona, CA

HONORS AND ACHIEVEMENTS

- Fall 2023 Merit Award – Governmental Program Office Technology, Enterprise Architecture / Software Engineering Staff, Healthcare Industry.
- Google Recognition: Challenge Coin – Development Lead and Search Engine Optimization integration Strategist, Healthcare Industry.
- NASA Jet Propulsion Laboratory (JPL) – UX / UI Designer / UX Analyst.
- National Science Foundation (NSF) Ocean Observatories Initiative – Developer / Services Lead.
- Merit Award – Software Engineering Staff / UX Developer & User Experience User Interface Standards Lead, Healthcare Industry.
- Outstanding Services Award – Software Engineering Staff / UX Developer, Healthcare Industry.
- Most Outstanding Project – Marketing Systems Director, Walt Disney Imagineering / Bergman.
- Disney Carthay Circle Theatre Design Team Competition – 1st Place Award, Walt Disney Imagineering.
- Adobe Creative Advisor – Invitation only Advisor / Influencer & Senior Design Fireside Chat Leadership Summit.