

ROY RUIZ

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PROFESSIONAL PROFILE

Engineering Product Development Leadership | Operations Program Management | Customer Success

Results-driven PM professional with 10+ years of engineering and business leadership experience in the strategic planning, design, implementation, and management of product operations in the consumer technology sector. Thrives on facilitating design transition to production, supply chain management, and customer relationship management to bring consumer products to market on-time. Other areas of expertise include:

OEM / ODM / CM Management	RFI /RFP / RFQ Management	Risk Assessment and Management
DFM /DFA /DFT Analysis	BOM Cost Analysis and Reduction	Statistical and Root Cause Analysis
NPI Manufacturing Readiness	Strategy, Planning, Scheduling	Agile Scrum, Kanban, Lean Six Sigma

RELEVANT WORK EXPERIENCE

OPERATIONS PROGRAM MANAGER/NPI ENGINEER

Jan 2013 – Nov 2015

SYNAPSE PRODUCT DEVELOPMENT, Seattle, WA

Managed the end-to-end product ramp readiness and supply chain of consumer products such as wearables, IoT, and connected devices for clients who range from Fortune 50 brands to early stage start-ups.

- **Demonstrated strong project management by delivering fast, high-quality, and cost-effective results:**
 - Shipped 5+ hardware products and subsystems, owned clear to build for Proto, EV, DV, and MP phases
 - Established a RMA process to manage defective field units, servicing thousands of customers per day
 - Applied DFX analysis and negotiation tactics to lower cost of goods sold by 35 percent
- **Engaged technical skills to inform business decisions, improve efficiency, and drive product success:**
 - Designed and balanced production lines, performed time studies on box builds to enhance efficiencies
 - Optimized production process to deliver units efficiently, increasing throughput by 55 percent
 - Established a large BOM cost model, giving clients real-time data on cost drivers and targets
- **Demonstrated effective technical and business leadership of internal and external teams:**
 - Led teams and clients through Contract Manufacturer selection and NPI bring-up processes
 - Managed local and international suppliers to secure material availability for electromechanical assemblies
- **Cultivated impactful relationships and communication to drive products forward:**
 - Managed \$300K yearly budget for sustaining initiatives, created dashboard to provide progress on field issues
 - Provided consulting services to clients regarding operations of consumer products

ASSOCIATE QUALITY ENGINEER

Jul 2010 – Jan 2013

SAMSUNG SEMICONDUCTOR, Austin, TX

Transitioned to Quality Assurance and Reliability team to evaluate and verify product and process quality for Flash and System LSI foundries. Reported directly to senior management and recognized companywide.

- **Led engineering teams and initiatives to respond to issues and ensure quality:**
 - Established system procedures used by various departments, trained and certified personnel
 - Guided process engineering teams in root cause analysis and recurrence prevention
 - Managed detection of issues and disposition of suspect material, ensuring quality products
- **Facilitated internal and external communications for improved customer satisfaction:**
 - Compiled monthly quality performance reports, maintained quality metrics to verify rule compliance
 - Revised and managed all quality control (QC) documentation for department
- **Applied audit expertise to improve processes and manage results:**
 - Conducted internal and external audits against ISO 9001 and TS 16949 requirements
 - Maintained and enhanced Audit Database system's front-end in ASP.Net

DATA ANALYSIS ENGINEER

Jul 2006 – Oct 2009

SAMSUNG SEMICONDUCTOR, Austin, TX

Contributed to the Process Integration and Yield Enhancement Team by improving yield and process for a multitude of DDR SDRAM memory devices.

- **Applied technical expertise to achieve record results and improve outcomes for stakeholders:**
 - Monitored Cpk metrics of key processing steps, increased pass rate by 85 percent in 2 months
 - Reduced chronic device defects improving baseline yield and achieving record yields for 3 months
- **Leveraged analytical skills to drive business decisions:**
 - Imported and manipulated large data sets aggregating 40 to 500 million row databases under a tight deadline
 - Drove data mining activities through VBA scripting and querying, decreasing reporting time by 75 percent
 - Developed and debugged scripts to produce statistical analyses and daily reports for upper management

ENTREPRENEURIAL AND LEADERSHIP EXPERIENCE**FOUNDER/FREELANCE DESIGNER**

Sep 2016 – Jun 2017

PAPAYA SPACE, Oakland, CA

Started my own design venture.

- **Secured seed funding:** Designed pitch deck layout and structure for VCs to fund multi-million-dollar tech startup
- **Designed communications:** Created brochures, posters, and exhibition graphics from concept to final production

FREELANCE VISUAL DESIGNER

Feb 2016 – Mar 2017

ROCK3RS, New York, NY [remote]

Strengthened my skillset as a designer by freelancing remotely for Rock3rs, a graphic design company.

- **Worked on client projects:** Designed logos, websites, and business cards from concept to completion
- **Performed web design:** Developed site flows, sketches, wireframes, and mockups for client websites

FOUNDER/PRODUCER

Oct 2009 – May 2012

CAPITAL CITY SALSA FESTIVAL, Austin, TX

Four-day concert and festival, drawing over 1,000 attendees.

- **Drove profit and revenue growth:** Achieved 74 percent profit growth and 42 percent revenue growth over 3 years
- **Effectively coordinated events:** Developed and tracked budgets, produced agendas, and handled all event logistics
- **Captured key data:** Applied census application to capture user data real-time to send to server and output response
- **Managed successful partner negotiations:** Negotiated contracts with vendors, suppliers, and sponsor partners
- **Created and led cross-functional team:** Recruited, trained, and supervised over 30 volunteers to implement event

EDUCATION AND TECHNICAL PROFICIENCIES**BACHELOR OF SCIENCE IN ELECTRICAL ENGINEERING (2006)**

Minor in Mathematics, *Cum Laude Honors* (3.6 GPA)

UNIVERSITY OF FLORIDA, Gainesville, FL

Software tools: JIRA, Confluence, Slack, NetSuite, Agile and Arena PLM

MS Project, Visio, SharePoint, Office, iWork, Google Apps

JavaScript, HTML5, CSS3, SQL, Haml, Sass, MySQL

SAS JMP, TIBCO Spotfire, Minitab

Adobe CS, Sketch

Languages: Spanish (native), English (fluent)