

## Skills

- UX and Visual Design
  - UI Animations
  - Motion Design in After Effects
  - Icon and glyph design / SF Symbols
  - Swift/SwiftUI programming and interactive prototyping
  - Logo design
  - Accessibility Design
  - Photo retouching
  - Git
  - Keynote
- 
- Expertise in text editing design, development tools and pro tools
  - Enjoy working closely with engineers
  - Experience in mentoring junior designers
  - Experience working with LLMs

## Work Tools

- Sketch
- Figma
- Photoshop
- After Effects
- Illustrator
- Glyphs (Font tool)
- iWork
- Xcode

## Languages

- English
- Portuguese
- Spanish
- French (Basic)

# Edward Sanchez

edwardsanchez@mac.com

<https://www.linkedin.com/in/edwardsanchez3>

## Profile

Senior visual and interaction designer with a keen eye for detail and over 25 years of experience creating websites, mobile apps, macOS apps, and icons.

## Experience

### Indie Designer / Developer

Jan 2024~ Present

- Designing and developing an app for progress pictures using SwiftUI.
- Working on a native macOS tool for drawing SF Symbols.
- Contracting at startups

### Principal HI Designer, Augment Code

Palo Alto - Oct 2024~ July 2025

- Responsible for UI, UX and Iconography for Augment, an AI plugin for VS Code which aids developers to code quicker through AI Chat.
- Worked on a native macOS working prototype to showcase text collaboration with LLM.
- Helped design workflows for AI coding agents, code review and remote agents.

### Senior HI Designer, Apple

Cupertino - Oct 2014~ Jan 2024

#### Initial Role in Industrial Design Team

- Led visual design and UX for web and mobile apps to support the workflows of the Apple Industrial Design Team.

#### Contributions to Xcode and Swift Playgrounds

- Primary designer for all features in Xcodes Source Editor, Code Completion, Asset Catalog, Simulator, Interface Builder, and Source Control.
- Championed several key features that shipped in Xcode.
- Designed annual demo iOS apps for WWDC.

#### Leadership in Iconography

- Created hundreds of native SF Symbols.
- Developed a method to programmatically render icons in various shapes and sizes, enhancing Xcode's flexibility in icon definition.
- Helped refine SF Symbol and App Icon creation processes, leading the effort to allow for a single iOS icon to be required.
- Led the effort to allow for macOS document icons to be programmatically defined and authored comprehensive documentation for the Human Interface Guidelines (HIG).

**Senior Visual Designer, Roku**

Saratoga - Nov 2013~Jul 2014

- Designed Remote Control app UI for iOS and Android.
- Maintained themes for the main TV platform.
- Created asset templates for multiple TV resolutions.
- Developed animated screen savers and iconography for Roku TV.

---

**Senior Product Designer, Amazon**

Cupertino - Jun 2012~Oct 2013

- Designed visuals and interactions for e-ink Kindles.
- Gained expertise in legibility, typography, and optimal reading experience.

---

**Senior Visual Designer, Palm**

San Francisco - Jun 2011~Feb 2012

- Defined visual style for core WebOS framework and main applications.
- Explored new mobile device interactions using After Effects for prototyping.

---

**Prior Experience**

London 1999 - 2010

- 8 years designing Flash websites as a freelancer.
- Founded a small web-app startup, leading a team of 5 employees.
- Designer at Sencha (aka ExtJS), modernizing the visual design of their web framework as well as helping them design their website.