

# CHUCK FLORES

## USER EXPERIENCE DESIGNER

I aim to design equally intuitive and engaging user-centered apps, websites, and solutions. My process combines the analytical, technical, and artistic aspects from my previous experience in music and design. I turn ideas into reality.

### UX Skills

#### Research

Competitor Analysis  
Layout Analysis  
User Interviews  
User Journeys  
Persona Distillation  
User Flows

#### Information Architecture

Sitemaps  
Card Sorting  
Page Templates

#### Design

Sketching  
Task Analysis  
Wireframing  
User Interface Design  
High Fidelity Mock Ups

#### Testing

Usability Testing  
Rapid Prototyping

### Tools

Sketch 3  
OmniGraffle  
Photoshop  
InVision  
P.O.P Prototyping  
Hype 3  
HTML / CSS / SASS  
Typeform  
Dropbox  
Trello

### Experience

#### UX Designer – OkMyOutfit

May 2015

- Analyze and investigate areas of improvement for professional styling website
- Redesign home page to provide clear communication to viewers
- Modify on-boarding process to increase visitor conversion
- Perform usability tests and iterate on Style Profile designs

#### UX Designer – Trail Brief App

April 2015

- Create and design a trail info app for hikers
- Interview hikers to determine needs and features
- Prepare detailed research report and planning documentation
- Run usability tests and iterate on designs, resulting in a hi-fi prototype

#### Freelance Audio Engineer – C&C Music Factory

March 2009 – March 2015

- Track and mix music sessions with producer
- Design and code artist websites
- Upload and maintain music for online distribution through multiple platforms
- Instruct production team on Pro Tools / Logic software

### Education

#### User Experience Design Immersive

March 2015 – May 2015

General Assembly - New York, NY

#### Graphic Design & Typography

January 2015 – May 2015

School of Visual Arts - New York, NY

#### Bachelor of Science in Music Business

January 2009 – October 2009

Full Sail University - Orlando, FL

#### Associate of Science in Recording Arts

September 2007 – October 2008

Full Sail University - Orlando, FL