CHUCK FLORES

USER EXPERIENCE DESIGNER

I 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 – Freelance   August 2015 – Current
- Work for agency, start up, and private clients
- Educate and lead clients through the UX process
- Preform research, strategy & design to create responsive websites
- Prepare deliverables that meet the requirements and specs for production

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

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

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