Kimberly Flores

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Education

University of California, Irvine **June 2019**

Bachelor of Science in Informatics, Human-Computer Interaction specialization GPA: 3.710
Relevant Coursework: Project Management, Requirements Analysis and Engineering,
User Interaction Software, Human-Computer Interaction Requirements and Evaluation

Experience

Product Designer **Sept 2019-Oct 2020**

VidPT; Costa Mesa, CA
- Created low and high fidelity prototypes for physical therapy mobile and web application based on user research
- Analyzed 200 survey results and 10 interviews to find user pain points and key features for mobile app
- Conducted over 30 usability tests with target users to verify design choices, user flows, and product features
- Redesigned website layout and visuals through iconography, typography, and a color palette; it increased user retention and SEO by 10%

Front-End Developer and UI/UX Designer **July 2019-Sept 2019**

Academic Data Support Services; Los Angeles, CA
- Designed 3 iterations of a website wireframes and prototypes that connect researchers across 9 University of California campuses to recruit participants for research studies
- Established weekly meetings for team updates on design and development progress
- Evaluated current website against heuristic evaluations and WCAG guidelines to uncover design problems
- Translated interactive prototype to functional code using React.js components for website application

Undergraduate Research Assistant **Jan 2019-June 2019**

University of California, Irvine; Irvine, CA
- Assisted in frontend development and UX/UI design of cross-platform food journaling application that collects research data about 7 different input methods
- Designed user-friendly wireframes and prototypes for mobile and voice interfaces that prevent biased results
- Collaborated with 2 developers to define software architecture and sitemaps to assist in developing the MVP
- Coded and debugged Ionic mobile app and 2 virtual assistants using HTML, CSS, and JavaScript

Academic Project

VidPT Mobile Application-Senior Capstone Project **Sept 2018-Mar 2019**
- Developed an Android mobile application in a team of 4 that allows users to perform their physical therapy routine for VidPT to use as a pitching tool and interactive demo in business meetings
- Iterated through 3 versions of the user interface and built it through the React Native framework
- Consulted with stakeholders weekly for direction and implemented new design changes in an agile development cycle

Technical Skills

HTML/CSS   **JavaScript**   **Python**   **NodeJS**   **Express**   **MongoDB**   **React/Angular Frameworks**

Wireframes   **Usability Testing**   **Storyboarding**   **Prototyping**   **Survey & Interviews**

Adobe XD/InVision/Axure   **Adobe Photoshop/Illustrator**