



## Contact Info

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## Education

### UC Berkeley

Intended B.A. in Cognitive Science

Intended Graduation: May 2022

GPA: 3.672

Certificate in Design Innovation

#### Relevant Coursework:

Design Methodology, Perception,  
Graphic Design Principles, Industrial  
Design & Human Factors, Basics of  
Web Development and Design,  
Data Structures, Social Psychology

## Skills

### Web Development/Front End

HTML, CSS, JavaScript, React.js,  
GitHub, Chakra UI, SquareSpace

### Design/Prototyping

Procreate, Figma, BuilderX,  
Low to High Fidelity Wireframing

### User Research

Storyboarding, Personas, User Flow  
User Interviews

### Adobe CC

XD, Illustrator, Photoshop, InDesign,  
Premiere Pro, Acrobat, LightRoom

### Programming Languages

Java, Python, NumPy Library

## Extracurriculars

Abba Modern Dance - Executive

Director & Videographer

June 2020 - Present

The [M]ovement Dance - Board  
Member (External Affairs & Social)

August 2019 - May 2020

LivingWater Church AV/Tech Team

January 2019 - March 2020

# Robb Matthew Flores

## WEB DEVELOPMENT & UI/UX DESIGN

## Experience

### Off Their Plate

Front End Web Developer/UX Designer

February 2021 - Present | Remote

- Collaborated with tech and design teams to build the front end design of the company's website to match OTP 2.0 rebranding
- Performed user research and interviews to identify pain points and desirable new features for general website and for users

### Shop Spero

Web Developer

August 2020 - Present | Berkeley, CA

- Spearheaded reorganization of team work flow to Notion and oversaw tasks pertaining to web development, design, and branding
- Wireframed and developed a website to display Shop Spero's mission, products, team, members and past projects
- Led the web development team from August 2020 to January 2021

### ASUC Senator Echano & BDC Office

Web Developer & Graphic Designer

August 2019 - Present | Berkeley, CA

- Designed social media graphics and aided in branding ideation for Berkeley Dance Community (BDC) social media and YouTube platforms
- Collaborated with web team to create functioning website for BDC and ASUC Senator Echano's office using SquareSpace

### YHWH Apparel

Web Developer/Business Operations Staff

August 2019 - February 2021 | Berkeley, CA

- Conducted user research to improve website work flow and provided aid to marketing team in planning what products to sell (378 responses)
- Collaborated with web development team in order to wireframe and create a website to showcase YHWH Apparel's products, staff members, mission, forms of communication, and methods to purchase
- Implemented media queries to implement responsive design for mobile, tablet, and desktop platforms and improve the user interface

### PureUX Inc.

UX Design Intern

June 2020 - August 2020 | New York City, NY/Remote

- Utilized Figma & BuilderX to create high fidelity wireframes and prototypes of iOS and android apps and social media graphics
- Conceptualized design documentation, style guides, and design system with design team members to maintain consistent design elements