



## Contact Info

rmattflo.github.io  
robbmatthew.flores@berkeley.edu  
(562)547-4472  
www.linkedin.com/in/rmattflo

## 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

UX Designer/Front End Web Developer

February 2021 - Present | Remote

- Collaborated with tech and design teams to build the rebranding/front end design of the company website platform to match OTP 2.0
- Work with the photography, research, and copy teams to build the Second Helpings' blog site to share resources openly

### Shop Spero

UX Designer/ Front End Web Developer

August 2020 - Present | Berkeley, CA

- Spearheaded reorganization of team work flow to Notion and oversaw tasks pertaining to web design, web development, and branding
- Designed, 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

Front End 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 wireframes and functioning website for BDC and ASUC Senator Echano's office using SquareSpace

### YHWH Apparel

UX Designer/Front End Web Developer

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