

ROBERT HIRO KAMEDA

PRODUCT DESIGNER

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EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

Bachelor of Art in English Literature
(Fall 2014 - Spring 2017)

SANTA MONICA COLLEGE

Associate Degree in English Literature
(Fall 2012 - Spring 2014)

WORK EXPERIENCE

BLOC

Apprentice UX/UI Designer
Aug 2016 - Aug 2017, Berkeley CA

- Studied and applied UX design and ethnographic research principles to my design process when working on web & mobile projects
- Created mobile apps, responsive e-commerce and SaaS products (Ponocrave, Blocbox, & Walden.)

MAGOOSH

Marketing Intern
May 2016 - Aug 2016, Berkeley CA

- Help raise awareness through content marketing and SEO optimization, and help increase the traffic to the blog site.
- MCAT blog increased by 40% from 14,000 to 20,000 during a 3 month period.

MORGAN STANLEY

Wealth Management Intern
May 2014 - June 2014, Los Angeles CA

- Coordinate and assist with marketing projects.
- Monitor deadlines, key dates, and milestones.
- Make phone calls to clients and prospective clients.

THE HONEST COMPANY

Social Media Intern
May 2013 - Aug 2013, Santa Monica CA

- Oversaw and managed online order placings and tracking processes.
- Ensured all media platforms were current and up to date including daily contents on Facebook, Instagram, and Twitter.

PROJECTS

BLOCBOX

Designed an user-centric responsive website for Blocbox, a cloud-based application for saving, sharing, and collaborating with users publicly and privately.

PONOCRAVE

Designed a mobile application for both iOS & Android which allow users to find food trucks near them, order meals, and pay online easefully.

WALDEN

Designed an user-centric responsive web design application for Walden, an online philanthropic clothing brand that offers a seamless, shopping experience for customers

PROFESSIONAL SKILLS

html & css • javascript • research • ideation
branding (style guide) • usability testing • user flow
user personas • low & high fidelity wireframing
site-mapping • visual design • graphic design
interaction design • sales • marketing • finance
seo optimization

TOOLS

sketch • balsamiq • illustrator • invision
github • draw.io • slack • photoshop
axure • usability hub • peek

LANGUAGES

english (native proficiency)
japanese (native proficiency)

ISSUES THAT I CARE ABOUT

sustainability • humanity • health
technology • education