

# ROBERT HIRO KAMEDA | 亀田任弘

• (noun) a transcendental & bi-cultural UX/UI designer

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[medium.com/@roberthkameda](https://medium.com/@roberthkameda)

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## SUMMARY

It is my passion & love for holistically investigating deep into the user's pain-points, and collaboratively deliver an empathetic, user-centric solution with an intuitive & seamless experience. Reaping the wisdom from the story-tellings of literary authors, infusing the skills from majoring in English Literature at Cal, and learning the foundational and creative knowledge at BLOC gives me the opportunity and privilege to create an euphoric & waldenistic experience with digital users.

## EDUCATION

### BLOC

UX/UI Design and Front End Development  
(Current)

### UNIVERSITY OF CALIFORNIA, BERKELEY

Bachelor of Art in English Literature  
(Fall 2014 - Spring 2016)

### SANTA MONICA COLLEGE

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

## WORK EXPERIENCE

### MAGOOSH

Social Media Intern  
Jun 2016 - Aug 2016, Berkeley CA

### THE HONEST COMPANY

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

### MORGAN STANLEY

Wealth Management Intern  
Jun 2014 - Aug 2014, Los Angeles CA

### THE INTERTIA

Editorial Intern  
Jun 2012 - Aug 2012, Santa Monica CA

## PROJECTS

### BLOCBOX

Designed a 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 allows users to find food trucks near them, view a menu, select items for purchase, and checkout.

## 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

## TOOLS

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

## LANGUAGES

english (native proficiency)  
japanese (native proficiency)

## HOBBIES

photography (film & digital) • reading + writing  
surfing • painting • pottery • ukulele + guitar

## ISSUES THAT I CARE ABOUT

sustainability • nature • humanity • health  
technology • education