



# ROBERT HIRO KAMEDA

## UX/UI DESIGNER

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## EDUCATION

### BLOC

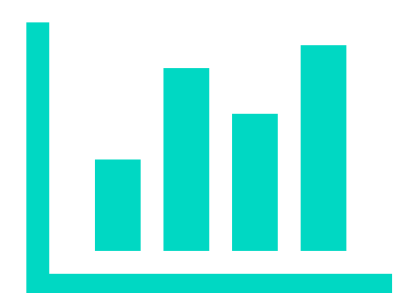
UI/UX Design + Front-end Development  
(Fall 2016-Spring 2017)

### 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)



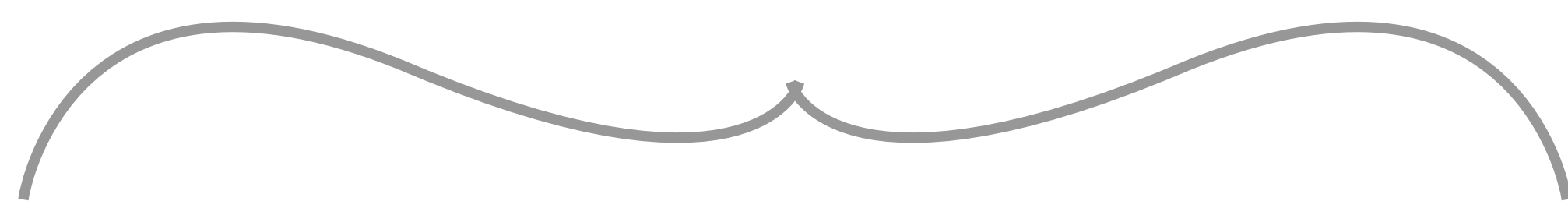
## SKILL

### Front-end Development

- HTML / CSS
- Javascript

### UX/UI

Discover | Define | Develop | Deliver



- Concept Ideation
- User Research
- MVVVP
- User Persona
- User Story
- User Flow
- Site-Mapping
- Branding (style guide)
- Low / High Fidelity Prototype
- Usability Testing
- Iteration
- Validation



## TOOL

Sketch • Balsamiq • Invision • Draw.io  
Illustrator • Indesign • Photoshop • Axure  
Github • Slack • Usability Hub • Peek



## INTEREST / HOBBY

Photography • Painting • Pottery  
Exploring cultures • Teaching empathy  
Teaching nature



## PROJECT

### 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



## 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 in prepration for working on web & mobile projects
- As a Lead Designer, I created mobile apps, responsive e-commerce and Saas products (Ponocrave, Blocbox, & Walden.)
- My Design Process includes the following: concept ideation, user research, mvvvp, user persona, user story, user flow, site-mapping, branding (style guide), low & high fidelity prototyping, usability testing, iteration, validation



## LANGUAGE

English (native fluency)  
Japanese (native fluency)