

# ROBERT HIRO KAMEDA

## UX/UI DESIGNER

[www.linkedin.com/in/robert-hiro-kameda-304a0397/](http://www.linkedin.com/in/robert-hiro-kameda-304a0397/)

email address: [hirokameda818@gmail.com](mailto:hirokameda818@gmail.com)

phone number: (310) 463 - 8358

[www.roberthirokameda.com](http://www.roberthirokameda.com)

### 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