

Roderick Moise

Designer & Developer • Berlin, Germany

www.rmoise.com [linkedin.com/in/roderickmoise](https://www.linkedin.com/in/roderickmoise)

<https://github.com/rmoise> roderickmoise@gmail.com

Summary

Creative and analytical professional with over 10 years of graphic design experience, 4 years in UI/UX design, and 1 year expertise in fullstack web development. Proven ability to enhance user engagement and brand presence through user-centric digital products and high-quality technical solutions.

Skills & Tools

Design

- **Tools:** Adobe Creative Suite, Figma, Prototyping Tools
- **Systems:** Opentext CMS
- **Research & Analysis:** Competitor Research, User Journey Mapping, User Research, User Flow Analysis
- **Design Principles:** Brand Identity & Rebranding, Visual Design Standards, Material Design & Human Interface Guidelines
- **Testing:** User Testing & Customer Interviews

Fullstack Development

- **Languages:** HTML, CSS, JavaScript, TypeScript, C#
- **Frameworks/Libraries:** React, Redux, Angular, Material, Bootstrap, SASS/SCSS, jQuery
- **Backend:** Node.js & Express, ASP.NET
- **APIs:** JSON, RESTful, Postman
- **Databases:** PostgreSQL, MongoDB
- **Hosting & Web Services:** AWS, Google, Firestore, Heroku, Netlify
- **Version Control:** Git
- **Mobile Apps:** React Native, Expo, PWA
- **Testing:** Test- & Behavior-Driven Development

Education

- Full-Stack Web Development Certificate, CareerFoundry, Aug 2022 - Feb 2023
- BFA in Graphic Design, Fashion Institute of Technology, NY, Aug 2013 - May 2015

Recent Professional Experiences

KARL STORZ - UI / UX Designer

Sep 2023 - April 2024 • Berlin, Germany

- Designed visually engaging landing pages for KARL STORZ, a medtech company, using Figma, driving customer engagement and enhancing brand presence. Created landing page templates for each use case to ensure consistency and usability.
- Utilized Opentext CMS and Figma to design components and templates for the KARL STORZ website, facilitating efficient content management and cohesive visual design. Additionally, worked on UX copy and improved the overall user experience of the online catalog.
- Conducted competitor research and user journey mapping, providing valuable insights to inform product development and design decisions for the online catalog.

Kyto - UI / Brand Designer

May 2019 - Jan 2022 • Berlin, Germany

- Created a cohesive brand strategy for Kyto, a software as a service company, and new products.
- Developed a new visual identity designing product and developing marketing materials such as stationary designs, PPT presentations, and social media graphics. Also designed the UI for the company's website and mobile app to ensure a consistent brand experience.
- The new company branding, website and mobile design increased customer engagement with sales and a successful company acquisition by Müller Medien.

Smunch - Product / Brand Designer

Feb 2018 - Nov 2018 • Berlin, Germany

- Successfully implemented and led a customer-centric product and brand design strategy for Smunch, a food delivery startup.
- Conducted extensive user research and analysis to identify customer pain points and areas for improvement in the existing strategy. Improved the user experience, including optimizing the ordering process and enhancing the website and app's usability. Updated the visual identity for all promotional materials.
- Achieved a 156% increase in mobile sessions and up to 2% increase in conversion rates post-launch.

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Languages

- English: Native
- German: Beginner
- Haitian Creole: Intermediate

Recent Project Experiences

Document Management App - Personal project

May 2023

- Created a React and ASP.NET Core-based document management app with upload, preview, and sharing features, using PostgreSQL and Azure Blob Storage.
- Added secure authentication and responsive design for all devices.
- Deployed on Azure, including user guides for easy adoption.

Meet App - Personal project, Careerfoundry

Jan 2023

- Developed a progressive web app using React to display events from Google Calendar.
- Applied test-driven development, defining user scenarios for Jest (unit and integration), Cucumber (acceptance), and Puppeteer (end-to-end) tests based on user stories.
- Implemented serverless functions using AWS Lambda and used a Kanban board to follow an agile process.

myFlix - Personal project, Careerfoundry

Nov 2022

- Created a non-relational movie database (MongoDB) and built a REST API with Node.JS and Express.
- Tested the API endpoints with Postman, wrote clean and concise documentation, deployed the API with Heroku.
- Designed and developed two single-page, responsive front-end applications using React and Angular.