

Roderick Moise

UI / UX Designer • Berlin, Germany

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Summary

Resourceful UI/UX Designer blending graphic design expertise with a keen eye for user experience optimization. Skilled in crafting engaging digital experiences and adept at problem-solving to deliver tailored solutions. Eager to tackle new challenges and contribute to innovative design projects.

Recent Professional Experiences

KARL STORZ - UI / UX Designer

Sep 2023 - Present • Berlin, Germany

- Designed visually engaging landing pages 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.
- The Updated branding received positive feedback from customers and stakeholders, resulting in increased brand recognition and credibility.

Education

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

Languages

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