Roderick Moise

UI / UX Designer • Berlin, Germany

www.rmoise.com/design   linkedin.com/in/roderickmoise
roderickfmoise@gmail.com

Summary

Seasoned UI/UX Designer with over 10 years of graphic design experience and 4 years in UI/UX design. Specialized in creating user-centric digital products that enhance engagement and brand presence. Proven ability to optimize user experiences through in-depth research and cohesive visual identities.

Skills & Tools

Top Skills

- Figma | User Research | UX/UI Design

Additional Relevant Skills

- Adobe Creative Suite
- Prototyping Tools
- Opentext CMS
- Competitor Research
- User Journey Mapping
- Knowledge of user flow analysis, engagement, retention, and data analysis.
- Familiarity with Material Design and Human Interface Guidelines.
- Basic knowledge of A/B testing, Lean Startup, and Design Sprints.

Areas of Expertise

- Digital Consumer-Facing Products
- Visual Design Standards
- User Engagement & Retention
- Brand Identity & Rebranding
- User Testing & Customer Interviews

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

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

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.