Roderick Moise

Designer & Developer

W: www.rmoise.com   **E:** roderickfmoise@gmail.com
Github: /rmoise   **A:** Berlin, Germany
Linkedin: /roderickmoise

Profile

From the vibrant streets of Brooklyn to Berlin's modern design scene, my career blends a rich background in NYC's ad agencies with a passion for Bauhaus-inspired design. I recently completed a full-stack web development bootcamp at CareerFoundry, where I also built my own website. Driven by a love for coding and design, I strive to create seamless, user-focused experiences that harmonize form and function.

Experience

2023 – 2024

KARL STORZ
Berlin, Germany

UI / UX Designer

- Designed landing pages and email templates for KARL STORZ with Figma, enhancing brand and engagement.
- Used Figma to design website components/templates in Opentext CMS and Salesforce. Improved online catalog UX
- Conducted competitor research and user journey mapping, offering insights to inform product development and design decisions for the online catalog.

2019 – 2022

Kyto
Berlin, Germany

UI / Brand Designer

- Created a cohesive brand strategy for Kyto, a software as a service company, and new products.
- Created new visual identity, including marketing materials and UI for web and mobile apps, ensuring brand consistency.
- New branding, website, and mobile design boosted customer engagement, leading to Müller Medien acquisition.

2018

Smunch
Berlin, Germany

Product / Brand Designer

- Implemented a customer-centric product and brand design strategy for Smunch, a food delivery startup.
- Conducted user research to identify pain points, enhance UX, and update visual identity for promotions.
- Achieved a 156% increase in mobile sessions and up to 2% increase in conversion rates post-launch.

Education

CareerFoundry
Full Stack Dev Certificate
Aug 2022 - Feb 2023

Fashion Institute of Technology, *NY, NY*
BFA in Graphic Design
Aug 2013 - May 2015

Skills

HTML	Tailwind	MongoDB	TDD	User Research
CSS	SASS/SCSS	AWS	Opentext CMS	Persona
JavaScript	Node.js	Firestore	Salesforce CRM	Usability
TypeScript	Express	Heroku	UI/UX	Testing
C#	ASP.NET	Netlify	Brand Identity	User Mapping
React	JSON	Git	Visual Design	
Redux	RESTful	React Native	Adobe CC	
AngularMaterial	Postman	Expo	Figma	
Bootstrap	PostgreSQL	PWA	Prototyping	

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Projects

2023

Personal Project

Document Management App

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

2023

CareerFoundry

Meet App

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- Created new visual identity, including marketing materials and UI for web and mobile apps, ensuring brand consistency.
- New branding, website, and mobile design boosted customer engagement, leading to Müller Medien acquisition.

2022

CareerFoundry

myFlix

- 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.

Language

English: Native

German: Beginner

Haitian Creole: Intermediate