



# Roderick Moise

Designer & Developer

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**Github:** /rmoise **Linkedin:** /roderickmoise

**A:** Berlin, DE

## Profile

From Brooklyn to Berlin, my career blends NYC ad agency experience with a passion for Bauhaus-inspired design. I recently completed a full-stack web development bootcamp at CareerFoundry, where I built my own website. I aim to create seamless, user-focused experiences.

## Experience

### 2023 – 2024

*KARL STORZ*  
*Berlin, Germany*

### UI / UX Designer

- Revamped the online catalog and checkout process with UX research and Figma prototyping, boosting engagement.
- Updated Salesforce email templates and landing pages for consistency and easier customization, enhancing branding.
- Redesigned and launched the website, aligning with the new design for improved engagement.

### 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

BFA in Graphic Design  
Aug 2013 – May 2015  
NY, NY

## Languages

English: Native  
German: Beginner  
Haitian Creole: Intermediate

## Skills

### Frontend

HTML/CSS  
JavaScript  
TypeScript  
Bootstrap  
React  
Angular  
Tailwind

### Backend

Node.js  
Express  
C#  
ASP.NET  
PostgreSQL  
MongoDB  
AWS

### Tech Tools

Git  
AWS  
Firebase  
Heroku  
Netlify  
Postman  
Salesforce CRM

### Mobile & Apps

React Native  
PWA, Expo

### Design & UX

Adobe CC  
Figma  
UI/UX Design  
Brand Identity  
Prototyping  
User Research  
Usability

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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

- Developed a PWA in React to display events from Google Calendar.
- Applied TDD with Jest (unit), Cucumber (acceptance), and Puppeteer (E2E) tests based on user stories.
- Implemented serverless functions using AWS Lambda and used a Kanban board to follow an agile process.

**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.