Roderick Moise
Designer & Developer

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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

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

Languages

English: Native
German: Beginner
Haitian Creole: Intermediate

Skills

Frontend	Backend	Tech Tools	Mobile & Apps	Design & UX
HTML/CSS	Node.js	Git	React Native	Adobe CC
JavaScript	Express	AWS	PWA, Expo	Figma
TypeScript	C#	Firebase		UI/UX Design
Bootstrap	ASP.NET	Heroku		Brand Identity
React	PostgreSQL	Netlify		Prototyping
Angular	MongoDB	Postman		User Research
Tailwind	AWS	Salesforce CRM		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.