



RANDALL BERNHARD

USER EXPERIENCE AND PRODUCT DESIGNER

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- COVER LETTER
- CURRICULUM VITAE



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To whom it may concern:

If you're reading this, you've successfully downloaded my particulars. So let me introduce myself professionally. With a career spanning diverse industries from E-Commerce, TV Media to Online Advertising and Web Marketing, Product and Corporate design, and a host of User research focussed disciplines, I would bring additional professionalism and creativity to your already successful team.

I stand by the ethos of the performance and profitability of diverse products. Having helped various companies reach high profitability levels and better their performance through professional and expert innovative alignment via marketing and Interactive Graphic Design strategies, I am offering over 10 years of leadership and creative development experience as your UX/UI Designer.

I have a background in Animation, Web Design/Programming, Graphics Design, and a Bachelor in Print and Digital Design. Since my childhood days, animation, web design, and web programming have been interesting hobbies that have helped enhance my abilities in PHP, CSS, HTML, and a few outdated (ahem ActionScript) programming languages and software such as Sketch (recently Figma has caught my eye) prototyping tools i.e. InVision and collaborative tools like AvoCode and the Adobe Creative Suite products.

If you are searching for a UX/UI Designer who understands where to have the CTA placed and how everything needs to look like then we can work together.

Highlights of my experience include...

- Solving the user experience and aquisition issues for major brands and clients including :
BMW, KFC, Sports Illustrated, the Europäische Klimaschutz Initiative, Vattenfall, National Park Wattenmeer and Langenacht der Museen
- Building a responsive online portal for South Africa's first online University.

The salary I have in mind is negotiable based on market and position. Please accept this letter and enclosed resume as an introduction to my skills and background. I can be reached at (+49) 151 6456 2664 to set up an interview where we can discuss the particulars of this position in person.

Sincerely,
Randall Bernhard



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INTRODUCTION

I am a dedicated, solutions orientated creative with 12 years' experience in the design and development industry. With a passion for fresh and original design and my hands-on approach I ensure that final delivery is curated with the utmost attention. My team ethic is of respect and through this I have built many professional relationships and friendships.

CORE SKILLS

- Professional proficiency and knowledge of most relevant and current software.
- Front End Languages incl. HTML5, CSS3, JQuery and WordPress.
- Independent and team based organizational and managerial skills working in Agile environments with Scrum, Kanban, Lean UX, Pairing etc.
- Passionate for innovative ideas and fresh, vibrant design with detailed personas to optimize a brand's identity and concept through constructing wireframes and storyboards to enable effortless navigation and a better user experience.

EDUCATION

- **3yr BA - DIGITAL AND GRAPHIC DESIGN (HTML/CSS and Actionscript)**
Friends of Design Academy of Digital Arts | 2005 - 2008
- **2yr DIPLOMA - 2D and Traditional Animation**
Paradox Animation (City Varsity) | 2003 - 2005

LANGUAGE SKILLS

Born in South Africa. I speak my mother tongue, Afrikaans as well as English as a combined first language. My German has improved greatly (Level C1) since I've arrived in Germany with the assistance of my German courses.



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EXPERIENCE

- **BestIT GmbH, Berlin, Velen, Amstetten (Full Remote) – Senior UX Designer**
NOVEMBER 2021 - Present

At BestIT my role is to keep up with trends and design world-class shops. Regular day to day to do's include competitor/user research, Ideation, Wire-framing, Client pitches, In general, helping level up clients to grow their businesses. In this role, with an analytical and creative approach I was able to grasp user needs and solve problems not only functioning as a problem solver, but also helping the client find those problems to solve.

- **Picanova Group – User Experience Design - Project Manager**
JANUARY 2021 - NOVEMBER 2021

As UX Project Manager I control the process of improving the user experience across our digital streams and websites or any interaction points. Working closely with Graphic and Web Designers, creative teams and marketing departments to launch and maintain our running and new digital efforts. My goals are to increase the interactivity and enjoyment of our complete suite of online products.

- **Cosmoblonde GmbH, Berlin – Design Team Lead**
JUNE 2018 - NOVEMBER 2019

At Cosmoblonde I worked a hybrid position of Art Director and User Experience Designer on a wide range of client work incl. National Park Wattenmeer, Lange Nacht der Museen and the Preußischer Kulturbesitz. As Team Lead I set out roadmaps for all projects worked on, Conceptualised, tested and implemented a variety of websites, mobile apps, and mentored the 2 Auszubildender on the design team.

- **Preis24, Düsseldorf – Team Lead UX/UI Design**
MARCH 2018 - MAY 2018

Oversee the development and delivery of effective user interfaces across a range of the company websites and mobile apps. Ensure complex information is delivered and displayed in the most compelling way. Engaged with Product Managers and BI Managers to assess the impact of all UI design and usability changes. Work with the UX Manager to ensure all client sites and apps deliver the best experience possible.

- **Testberichte, Berlin – Senior UX/UI Designer**
JANUARY 2017 - JANUARY 2018

Launching the new Testberichte web product was a great learning experience and achievement for me. As the central point for all user experience design queries within the company. I worked with many different cross-functional teams to do what is most important—put the user first and create the best price comparison experience in Germany and Europe. Included was the overseeing and



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EXPERIENCE

- **Legalbase, Berlin – Team Lead UX/UI Design**

FEBRUARY 2016 - DECEMBER 2016

At LB I lead a team of Junior UX designers and freelance designers and oversaw the overall user engagement and experience on the main site as well as email marketing, social media marketing, website design, display ads and worked cross-functionally with product developers, engineers and project managers to accomplish one goal. providing mentoring and training as and when required. I utilized well-articulated design philosophy and acted as leader in the creative process. I developed a solid understanding of what each team member is best at and spent as much time optimizing the team's workflow as they do creating tangible assets. I also present and defend designs, build stakeholder alignment, and commission specific research in an effort to guide ongoing product development.

- **D.C Media Networks, Berlin – User Experience Developer and Designer**

FEBRUARY 2015 - FEBRUARY 2016

Functioning as a Screendesigner and Frontend Developer, I self managed under the direction of my AD on various projects incl. Web Portals, Dashboards, Websites and Advertising Landing Pages for a host of online products around the world ranging from E-Commerce, to Fintech, to Fashion and Education. Liaise with clients and account managers to establish accomplishable objectives and KPIs from user experience. Represent the agency at key industry events as and when required.

- **OLÉ MEDIA Group, Capetown – Head of Design**

DECEMBER 2013 - MAY 2014

Responsible for the planning, management, co-ordination and financial control of a three tier publishing and web agency, My daily tasks consists of various tasks incl. user experience design, project management, task assignments, research, planning, design, html development, team support, code review and design review.

- **The Spacestation (Media24) Digital Media Sales, Capetown – Head of Design**

NOVEMBER 2010 - DECEMBER 2013

I helped establish TheSpacestation to its current status as a stand-alone digital agency within 24.com in its early years. Working my way from being merely a graphic designer to Head of Design Operations in a short time frame. As the HDO I wore many hats: art director, producer, lead developer, but I was most proud of the user experience and branding and design work I did. I established the conceptual and stylistic execution for projects and campaigns. I worked in conjunction with the Junior Designers (3) on all design solutions, including, but not limited to, digital, including, web, interactive, social, tablet and mobile screens, print and retail solutions.