



RANDALL BERNHARD

USER INTERFACE AND EXPERIENCE DESIGNER

Berlin

0151 6456 2664

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www.designerd.de

INTRODUCTION

A highly dedicated solutions orientated creative with 10 years' experience within the design and development industry. A passion for fresh and original design has led to an impressive portfolio of high concept projects. A hands-on approach to the entire creative process means that each project is curated with the utmost attention from inception to final delivery.

CORE SKILLS

- Professional proficiency and knowledge of ALL 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 DIPLOMA - 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 B1) since I've arrived in Germany with the assistance of my German courses.



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EXPERIENCE

- **Cosmoblond GmbH, Berlin – Senior Visual & UX Designer (Art Director)**

JUNE 2018 - PRESENT

Active on a variety of Governmental, Institutional and company directed Websites, Leading and guiding a team of two Auszubildende in design we conceptualised and executed interfaces from the ground up and delivering autonomous websites, web-products and services with a focus on the best user experience.

- **Preis24, Düsseldorf – Senior UI/UX Designer (Team Lead)**

MARCH 2018 - MAY 2018 (Company Lost Funding*)

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 UI/UX Designer**

MARCH 2017 - JANUARY 2018

Act as the central point for all user experience design queries within the company. Oversee and approve the creation of all wireframes, prototypes, user flow diagrams and interaction designs. Take responsibility for the user experience design of all client sites and apps

- **Legalbase, Berlin – Senior UI/UX Designer (Team Lead)**

JUNE 2016 - DECEMBER 2016

Manage a team of junior UX designers and freelance designers, providing mentoring and training as and when required, utilised 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 teams 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.

- **Homebell, Berlin – Senior UI/UX Design Consultant**

FEBRUARY - MAY 2016

Brand development, web site traffic growth, web site UI and advertising revenue. Developing brand strategy and statistics systems.



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EXPERIENCE

- **D.C Media Networks, Berlin – Screen Designer and Front End Developer**

FEBRUARY 2015 - FEBRUARY 2016

Screen design and Frontend Development. 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. Self management under the direction of my Art Director on various projects including banner creation for Mobile and Desktop advertising modules and pixel perfect websites and Landing Pages for a host of European E-Commerce companies and general assistance with dispatches.

- **Learning Resources Management Group, Capetown – Senior Dev/CSS Consult**

JUNE - DECEMBER 2014

Collaborated with other developers and designers to build South Africa's first online University Portal (more information on request) to create clean, maintainable, cross-browser compatible code from mockups for desktop and most importantly mobile functionality. Implement highly responsive UI functionality using Backbone.js, Bootstrap, jQuery, JavaScript and AJAX.

- **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**

JULY 2011 - DECEMBER 2013

As the HoD, I established the conceptual and stylistic execution for projects and campaigns. I worked in conjunction with the Junior Designers on all design solutions, including, but not limited to, digital, including, web, interactive, social, tablet and mobile screens, print and retail solutions. I reported to the General and Brand Manager and collaborated with the entire creative team on overall cross-media solutions.



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 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 performance and profitability of diverse products through innovative Interactive Graphic Design & Marketing strategies. I am writing to offer your company 10 years of experience in creative development/leadership of promotional campaigns and online products.

I offer a proven ability to conduct creative analysis and design best-fit solutions for multi-faceted campaigns including interactive media, web design, digital photo manipulation and web development and expertise in directing set production and graphic creation and placement—along with my ability to communicate effectively with peers, assisting clients from all backgrounds and industries to design and implement thoughtful and impactful Branding tools. As a detail oriented individual with a passion for excellence, I am adept at listening to client's needs, then analyzing and implementing the best designed solution.

Conceptual innovation, key client relationships, and team collaboration are all essential components to success in creative user (or business) centric design. Driving the design and execution of forward-thinking, cutting-edge creative campaigns and services for a variety of not only top-level clients but small campaigns or individuals with massive reach.

Highlights of my experience include...

- Interpreting client messaging to create a strategic and compelling artistic strategy in alignment with client vision, and directing teams through all aspects of visual presentations to generate product sales success and maximum client satisfaction.
- Demonstrating expertise in visual direction, artistic innovation and brand positioning while excelling in fast-paced, time-sensitive environments.
- Building a responsive online portal for South Africa's first online University.
- Earning a variety of industry awards, including 3 "MOST Awards" and the Digital Media Africa Awards for design and advertising excellence.

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