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Berlin, Germany	Born in Cape Town, South Africa
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Thank you for the opportunity to introduce myself.

With over a decade of experience spanning e-commerce, TV media, online advertising, and web marketing, I bring a unique blend of expertise in product, corporate design, and user research. My career is defined by a commitment to enhancing product performance and profitability, a philosophy I've successfully applied to help diverse companies achieve significant growth through innovative marketing and interactive graphic design strategies.

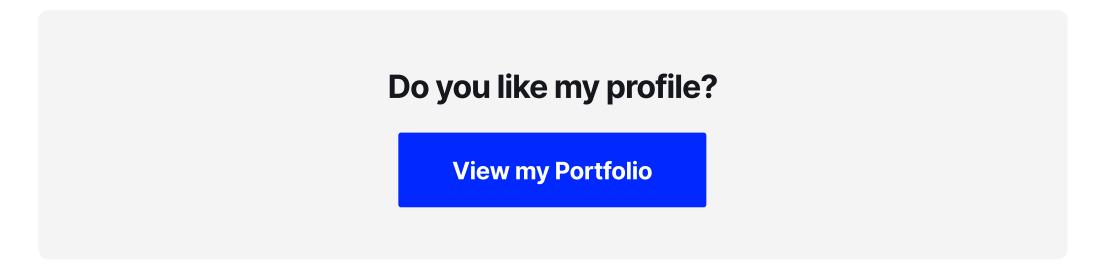
My background in animation, web design/programming, and graphic design, coupled with a Bachelor's in Print and Digital Design, provides a robust foundation for my leadership in UX/UI design. Early interests in web technologies honed my skills in PHP, CSS, HTML, and current tools like Figma, along with collaborative platforms. I possess an innate understanding of user behaviour, knowing precisely where to place a CTA and how to craft a truly engaging user experience.

A significant aspect of my 10+ years of experience has been leading design initiatives and guiding teams to success. I've been instrumental in solving complex user experience and acquisition challenges for major brands such as BMW, KFC, Sports Illustrated, the European Climate Protection Initiative, Vattenfall, National Park Wattenmeer, and Langenacht der Museen. A key achievement includes building a responsive online portal for South Africa's first online University, which demonstrates my capacity to lead projects from concept to successful implementation.

I am confident that my leadership skills and extensive creative development background would be a valuable asset to your team. My salary expectations are negotiable and can be discussed based on market rates and the specifics of the position.

Please accept this letter and my enclosed resume as an introduction to my qualifications. I am eager to discuss how my experience and leadership can contribute to your goals. You can reach me at (+49) 151 6456 2664 to schedule an interview.

Sincerely, Randall Bernhard





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A dedicated and solutions-oriented creative with 12 years of experience in design, development, and user experience. Passionate about crafting fresh, innovative designs with a hands-on approach, ensuring meticulous attention to detail from concept to final delivery. Adept at fostering strong professional relationships through collaboration and respect.

My skills

- Expert proficiency in industry-standard design and development software.
- Strong organizational and managerial abilities in Agile environments (Scrum, Kanban, Lean UX, Pairing)
 - Expertise in user experience (UX) research, wireframing, prototyping, and usability testing.
 - Passion for creating engaging, user-centered designs that enhance brand identity and user interaction

Experience

Career

Senior UX/UI Designer

interone GmbH (Remote, München) • Full time March 2023 - Current Position

- Successfully managed and grew design teams, promoting best practices. • Lead Design on projects like the BMW Stock Locator dashboard.
- Collaborated extensively with engineering and external partners, notably BMW's technical team.
- Led the redesign and management of robust design libraries and component systems.

Senior UX/UI Designer

BestIT GmbH (Remote, Düsseldorf) • Full time

November 2021 - January 2023

- Design and develop world-class e-commerce experiences through user research, ideation, and prototyping. • Conduct competitive analysis, define user flows, and craft wireframes to enhance usability and
- engagement. • Collaborate with clients to identify business challenges and deliver innovative design solutions.
- Drive continuous improvement in user experience, aligning designs with business growth strategies.

UX Design & Project Manager

Picanova Group (Remote, Köln) • Contract January 2021 – November 2021

- Led UX design initiatives across multiple digital platforms, optimizing user interactions and site performance.
- Worked closely with designers, developers, and marketers to execute and refine digital strategies.
- Enhanced interactivity and engagement across websites, ensuring a seamless user experience.

Team Lead UX/UI Design

Preis24, Düsseldorf • Contract March 2018 - May 2018

- Oversaw UI/UX strategy and development for company websites and mobile apps.
- Partnered with product managers and BI teams to analyze UX impact and implement usability improvements.
- Ensured seamless and compelling presentation of complex information across platforms.

Senior UX/UI Designer Testberichte, Berlin • Full time

January 2017 – January 2018

- Led UX efforts for Testberichte's new web product launch, creating an intuitive and engaging user experience.
- Worked cross-functionally with teams to enhance usability and ensure user-first design decisions. • Developed wireframes, prototypes, and interactive experiences to optimise the price comparison
- platform.

Team Lead UX/UI Design Legalbase, Berlin • Full time

February 2016 – December 2016

- Managed a team of junior designers and freelancers, overseeing UX across web and marketing initiatives. • Developed design strategies for website engagement, email marketing, and social media
- campaigns. • Collaborated with engineers and project managers to refine product experiences through research-backed decisions.

UX Designer & Front-End Developer D.C Media Networks, Berlin • Full time

February 2015 – February 2016 • Designed and developed user-friendly interfaces for e-commerce, fintech, and educational

- platforms. • Created dashboards, web portals, and advertising landing pages for international clients.
- Worked directly with clients to define UX objectives and key performance indicators.

OLÊ MEDIA Group, Cape Town • Full time December 2013 - May 2014

Head of Design

• Led the design team across web, publishing, and marketing projects.

- Managed UX design, project timelines, task assignments, and development processes. • Provided creative direction and hands-on design execution for digital platforms.

The Spacestation (Media24), Cape Town • Full time November 2010 – December 2013

Head of Design

• Spearheaded the transformation of The Spacestation into a full-service digital agency. • Led UX, branding, and digital design initiatives across multiple platforms.

- Managed a team of junior designers, overseeing web, social, tablet, mobile, and print projects.

• Led UX/UI transformations that increased user engagement and conversion rates.

Key Achievements

• Built and mentored high-performing design teams, driving innovation and efficiency. • Developed intuitive digital experiences across industries, from fintech to culture and education.

• Successfully launched and optimized e-commerce experiences for global brands.

Schools & universities

Education

2005 - 2008

BA in Digital & Graphic Design (HTML/CSS & Actionscript)

Diploma in 2D & Traditional Animation

Friends of Design Academy of Digital Arts

City Varsity (Paradox Animation) 2003 - 2005

Languages

Afrikaans & English (Native proficiency)

professional experience in Germany.

German (C1 Level) – Strong verbal skills developed through formal language courses and

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