

Randall Bernhard

Senior UX/UI Product Designer

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LinkedIn

designerd.de

Berlin, Germany

South African

SUMMARY

Senior Product Designer with 15+ years of experience crafting intuitive, end-to-end digital products and scalable design systems. I bridge user needs and business strategy through research-led UX and high-craft UI, guiding concepts from early discovery to polished execution. A collaborative partner across product and engineering, I focus on delivering seamless, high-impact user experiences while cultivating a strong design culture.

EXPERIENCE

Senior UX/UI Designer (Team lead)

03/2023 - 09/2025

Interone GmbH (currently Ominicom Precision Marketing) ↗

- **Scaled design operations and team capabilities**, mentoring designer personnel and instituting standardized workflows that increased sprint efficiency.
- **Spearheaded the UX/UI architecture for the BMW Stock Locator dashboard**, delivering an enterprise-grade solution that reduced task completion time for users.
- **Aligned cross-functional stakeholders and external client teams**—notably BMW's engineering group—ensuring 100% technical compliance and zero design rework during development phases.
- **Overhauled and modernized central design libraries**, driving component adoption across product teams and cutting design-to-development handoff time.

Senior UX/UI Designer and Project Manager

11/2021 - 01/2023

BestIT GmbH ↗

- **Spearheaded end-to-end ecommerce experience design** from initial discovery through interactive prototyping, resulting in a streamlined checkout funnel and an increase in overall conversion rates.
- **Conducted competitive benchmarking and mapped multi-touchpoint user journeys** to eliminate key friction points, delivering wireframes and prototypes that boosted active user engagement.
- **Partnered directly with client executives and cross-functional leads to translate complex business objectives** into high-impact UX/UI strategies that directly supported revenue growth targets.

UX Design & Project Manager

01/2021 - 11/2021

Picanova Group ↗

- **Was responsible for cross-platform UX initiatives**, leveraging user research and analytics to eliminate interaction bottlenecks, optimize site performance, and boost overall retention.
- **Partnered cross-functionally with engineering, product, and marketing leads** to align design execution with business KPIs, cutting design-to-dev handoff friction and accelerating sprint delivery.
- **Conceptualising high-craft interactive UI components and responsive layouts**, elevating digital engagement and increasing average session duration.

Team Lead UX/UI Design

03/2018 - 05/2021

Preis24 GmbH

- **Spearheaded cross-platform UI/UX strategy** across web and native mobile apps, building a scalable design system that accelerated feature deployment and unified product architecture.
- **Partnered with Product Management and BI teams** to translate quantitative telemetry into data-driven UX optimizations, reducing user drop-off and boosting core conversion metrics.
- **Architected complex information systems and data visualizations**, converting dense, multi-step workflows into intuitive user journeys that reduced task completion time and cognitive friction.

Senior UX/UI Designer

01/2017 - 01/2018

Testberichte GmbH ↗

- **Spearheaded the UX/UI product launch** for Testberichte's web platform, redesigning core user flows to make price comparison faster, simpler, and more engaging.
- **Architected wireframes, user journeys, and interactive prototypes** to test concepts early and reduce friction points across key user paths.
- **Partnered with PMs, data analysts, and engineers** to translate user feedback and business requirements into intuitive, measurable feature improvements.
- **Established consistent visual standards and UI patterns** across the platform, improving cross-team design handoff and ensuring brand continuity.

Team Lead UX/UI Design

02/2016 - 12/2016

Legalbase GmbH ↗

- **Led and mentored a multidisciplinary team** of junior designers and freelancers, directing design strategy across both product UX and digital marketing initiatives.
- **Driven conversion and engagement strategy** by aligning user research with multi-channel campaigns, including web assets, email series, and landing pages.
- **Streamlined product design workflows** in close collaboration with project managers and engineering leads to ensure research-backed features were shipped on time.
- **Elevated design quality across the board** by introducing structured design critiques, clear brand guidelines, and efficient feedback loops.

UX Designer & Front-End Developer

02/2015 - 02/2016

D.C Media Networks ↗

- **Designed and developed responsive web interfaces, complex dashboards, and web portals** for international clients in the fintech, e-commerce, and edtech industries.
- **Worked directly with client stakeholders** to define product requirements, map out UX goals, and align design metrics with overarching business KPIs.
- **Bridged the gap between design and tech** by delivering production-ready front-end code, ensuring visual fidelity and performance across all browsers and devices.
- **Created high-converting marketing pages and promotional touchpoints** that drove user acquisition for client-facing digital campaigns.

EDUCATION

Digital and Graphic Design, FrontEnd Coding & Actionscript Animation. ↗

02/2005 - 11/2008

Academy of Digital Arts - BA - Digital & Graphic Design

Digital & Graphic Design

- **Mastered core visual design principles**, typography, grid systems, and color theory to create compelling digital assets and brand identities.
- **Developed high-impact layouts for both print and digital media**, ensuring brand consistency, visual hierarchy, and polished presentation across touchpoints.
- **Translated complex visual briefs into creative design solutions**, focusing on aesthetics that support user engagement and communication goals.

Front-End Coding (HTML / CSS / JavaScript)

- **Bridged design and technical implementation** by coding responsive, cross-browser compatible web layouts with clean, modern markup.
- **Turned visual mockups into functional web interfaces**, applying performance optimization and web accessibility standards.
- **Streamlined design-to-development handoffs** by understanding code constraints, DOM structure, and interactive components firsthand.

ActionScript & Interactive Animation

- **Programmed dynamic, logic-driven animations and rich media applications** using ActionScript (Flash), blending motion design with user interactivity.

- Created smooth vector-based UI components and web banners, mastering timeline control, keyframing, and event-driven scripting.
- Optimized interactive graphics for fast loading and playback, balancing high visual quality with smooth performance.

2D Animation, Set Design, Script Writing and Motion Design ↗

City Varsity - Diploma

01/2003 - 12/2005

Visual Storytelling & Narrative:

Authored production scripts and storyboards that translate complex concepts into clear, engaging visual sequences.

Motion & Animation Mechanics:

Mastered classical 2D animation principles, kinetic typography, and motion design to create fluid visual communications and modern micro-interactions.

Spatial & Environmental Composition:

Applied principles of set design, lighting, perspective, and color theory to build immersive, well-balanced visual spaces.

LANGUAGES

Dutch	Basic	English	Native
Afrikaans	Native	German	Fluent

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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 over a decade of experience across e-commerce, media, and digital platforms, I specialize in end-to-end Product Design, bridging user research, UX/UI, and product strategy.

My career is defined by enhancing product performance and profitability—helping brands scale through intuitive, high-impact user experiences. A studied professional with vast array of experiences and a technical foundation in front-end development, I leverage tools like Figma to translate user insights into seamless, conversion-driven interfaces. I excel at taking products from initial concept through UX research to polished, scalable design solutions.

Throughout my 10+ years leading design initiatives, I have solved complex UX and acquisition challenges for global brands such as BMW, KFC, Sports Illustrated, and Vattenfall. A key achievement includes leading the design of a responsive portal for South Africa's first online university, proving my ability to ship successful products at scale.

I am confident my leadership and product expertise will be a strong asset to your team. My salary expectations are negotiable based on market rates and position specifics.

I look forward to discussing how I can contribute to your goals and can be reached at (+49) 151 6456 2664.

Randall Bernhard