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📍 Berlin, Germany

YOANN PISTERMAN

Passionate UX/UI Designer, with background in management, visual design. Thrive in collaborative and creative environments. Passionate for transforming complex processes into seamless and delightful experiences; through design thinking systems, empathy and pleasing aesthetics.

EDUCATION

UI/UX design Certification

CareerFoundry 2022
Berlin, Germany

Intensive 9 months training program with a focus on visual design principles, color theory, UX best practices, wireframing, prototyping, and responsive design. Designed five apps and redesigned a website from the initial concept to final UI mock-ups.

Master business administration

IAE business school 2013
Nice, France

Master of art

Universität der Künste 2009
Berlin, Germany

SKILLS

Critical | lateral | Convergent thinking
Design Thinking process
User-centred Design
Responsive Design
Mobile & Desktop Design
UI Design | Visual Design
Wireframing and Illustrations
Rapid prototyping
Conceptualization | Collaboration
Organization | attention to detail |
Empathy | Team management

TOOLS

Figma
Adobe XD | Photoshop | InDesign
Asana
Marvel
Usability Hub
Atom
GitHub

LANGUAGE

French, English, German

EXPERIENCE

UX/UI Designer

Regional Hero Gmbh since august 2022

Startup that is supporting to preserve local business within digital solutions & innovative partnership HUB technology.

Own problem validation, hypothesis-driven design process, and experimentation design as well as solution validation and development hand-off for new and improved features for mobile app. Maintain, improve and expand the design system. Work closely with CEO, Product Manager, and Development team to define OKRs.

Senior Manager & Regional team lead

The Kooples 2014- 2018

Contributed to store launch and trained regional sales team, ensuring brand awareness sale experience and customer service. Boosted sales by 30%, using data & KPIs reporting, customer behaviors and feedback.
Weekly implementation of visual merchandising, according to brand identity and product push strategies. Enhancement of stock management based on KPIs and product launch.

Designer & assistant manager

schneider+ music management 01.2013 - 12.2013

Designed promotional content, album covers, posters, videos and trailers, gathered from the composers needs and concept' requirements. Improved Wordpress website, customized Press Kit and artist catalog.

Visual artist (since 2005)

Experienced in collaborative visual art experience through vector graphic design, drawings, photography, painting and 3D sculptures.

Created concept and visual art experience within international art galleries, institutions and fairs : e.g Galerie Eva Meyer FR , Kunstraum Innsbruck AUT, Funkhaus Art Prize Berlin GER, Gallery 533 USA...

SELECTED PROJECTS

Dog city app UX/UI

A location and recommandation app that help dog owners to easily access dog friendly urban locations, routes & informations.

Applied Design thinking process, Competitors research, User Research, User personas, user flows, information architecture, low-fi to hi-fi prototypes, user testing, preference testing, leading to final visual design and UI design.

Summit app UI/UX

Fintech mobile app designed to help non-tech people to save money quickly for a particular reason.

Investigated the UX/UI of competitors. Designed cohesive brand identity, style guide and UI based on deliverables. Optimized the user flow, focused on the signing-up stage, and the creation of the user's first tasks, through user test sessions based on the low-fi to hi-fi wireframes prototypes & mockups.