



Summary

Experienced [UX/UI designer](#) with a proven track record of transforming digital landscapes. From revamping websites and enhancing medical apps to crafting eye-catching marketing materials, I bring a blend of [creativity](#) and [strategic thinking](#). My journey includes co-founding a successful video production company and consistently amplifying brand visibility through impactful designs. Armed with a robust skill set, I'm dedicated to elevating user experiences and driving brand success.

Work Experience

December 2021 - November 2023

[Product Designer & Senior Designer - Selfapy, Germany](#)

Product Design

- Redesigned and optimized website layout to drive superior user engagement, resulting in increased user interaction and satisfaction.
- Implemented enhancements within the medical app, elevating the user experience and ultimately improving user retention and satisfaction.
- Meticulously crafted the comprehensive user journey for the medical product, leading to enhanced user interactions and overall product usability.

Marketing Design

- Designed eye-catching promotional materials such as flyers, brochures, roll-ups, and conference stands, resulting in increased brand visibility and engagement.
- Produced tailored social media assets that left a strong impact across diverse channels, enhancing the brand's online presence.
- Directed the strategic creation of video content on social media platforms, contributing to a more effective and cohesive brand message while maintaining consistent adherence to brand guidelines across all communication mediums.

August 2016 - November 2021

[Senior Web Designer - Peak Ace AG, Germany](#)

Web Design

- Created static and interactive infographics, E-Books, and Whitepapers using advanced data visualization techniques, simplifying complex information for improved user understanding.
- Strengthened brand consistency by meticulously maintaining and enhancing brand guidelines for internal and external communications, resulting in a unified and professional brand image.

May 2009 - July 2016

[Art Direction & Video Production - XPERTOS PRO, Venezuela](#)

Art Direction & Video Production

- Co-Founded and directed an advertising and video production company, overseeing creative projects from inception to execution.
- Achieved exceptional success as a Video Producer by creating the most-watched Tech-talk show on National TV, establishing it as the foremost consumer reference in the industry.
- Spearheaded and managed high-impact advertising and video production ventures, contributing to the growth and recognition of the company within the market.

Education

November 2023

Iron Hack - [UX/UI Design](#)

April 2023

Google - [Accessibility Design](#)

2012

Universidad Nueva Esparta - [Bachelor's Degree in Bussines Administration and Graphic Design](#)

Tools

Adobe Creative Suite, Figma, Sony Vegas, Miro, Asana, Framer, and Jira

Skills

Interaction Design, UI Design, Research synthesis, Information Architecture, Branding, User Research, Prototyping, User-Centred Design, Usability Testing, Data visualization, Design Thinking

Languages

Spanish (Native), English (C2), German (B1)

Awards

European Search Awards 2020

- Campaign of the Year - YoursClothing
- Best Campaign - Kartenmacherei

Curious to see more?

Explore my portfolio [aruf.today](#) for a deeper dive into my design journey. Let's connect on [LinkedIn](#) to continue the conversation and explore potential collaborations. Looking forward to connecting with you



Alexander Ruf
UI/UX Designer

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