



Klaus Dietz

Brand & UI/UX Designer

Personal information

PHONE NUMBER

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E-MAIL

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PORTFOLIO

www.klausdietz.com

LINKEDIN

www.linkedin.com/in/klausdm/

DATE OF BIRTH

16.11.1990

NATIONALITY

Chilean

ADDRESS

Einbecker Str. 51, WE35
10315 Berlin, Germany

Languages & skills

LANGUAGES

-  Spanish Native proficiency
-  English C1 (TOEFL iBT, 110)
-  German C1 (DSD II, certified)

DIGITAL SKILLS / KNOWLEDGE

Figma / Adobe XD / Sketch
Framer / Webflow / Squarespace
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Premiere Pro
Adobe After Effects
Canva
Procreate
Midjourney / ChatGPT / Gemini (prompting)
Jira / Notion / Asana

About me

My passion is simplifying complex topics and making brands, platforms, and information more accessible, and usable. I focus on understanding user needs through research and optimizing experiences to their fullest potential. I'm a versatile designer with international experience in Latin America and Europe, and my background has shaped a strong commitment to building lasting connections between audiences and projects.

Work Experience

08.2025 - 08.2026

Köln, Germany

UX/UI & Graphic Designer

Waretracks GmbH
www.waretracks.com



- Owned the company website, from structure and web design to visual content.
- Led brand development, including logo redesign and supporting visual identity.
- Worked closely with development and product management on technical feasibility and continuous UI improvement.
- Built and maintained a scalable design system (colors, typography, components, icons) for consistency across all platforms.
- Designed responsive interfaces for varied devices, including mobile warehouse scanners such as Zebra.

05.2023 - 11.2024

Berlin, Germany

Brand Designer

SatoshiPay GmbH
www.satoshipay.io



- Sole designer overseeing all design functions within the company.
- Collaborated cross-functionally with product, marketing, and operations teams to address diverse design needs.
- Pioneered AI-driven design, integrating tools to enhance branding, streamline production, and increase efficiency.
- Strengthened brand consistency across user touchpoints with cohesive, high-impact UI solutions.
- Designed brand identities for new projects, establishing distinct visuals aligned with business goals.

09.2022 - 04.2023

Berlin, Germany

Graphic Design Working Student

SatoshiPay GmbH
www.satoshipay.io



- Part-time designer, supporting key design initiatives across the company.
- Assisted in brand identity development and created merchandising assets.
- Contributed to social media and marketing designs, aligning with brand strategies.
- Designed web and editorial content to enhance visual engagement.
- Conducted market research to inform design improvements and support a better user experience.

05.2016 - 10.2021

Santiago, Chile

Brand Designer

nōn - Design Studio
www.non.cl



- Developed and refined a personalized design thinking process to build innovative, enduring brands that connect with target audiences.
- Conducted user research with a focus on brand design insights.
- Designed, prototyped, and tested product packaging solutions.
- Created brands along with web and editorial design for diverse clients, including companies and cultural institutions.

Education

10.2021 - 03.2023

Dessau, Germany

Master of Arts in Integrated Design

Anhalt University of Applied Sciences
www.hs-anhalt.de

03.2010 - 01.2018

Santiago, Chile

Bachelor of Arts in Design (Major in Graphic Design)

University of Chile
www.uchile.cl

10.2015 - 12.2016

Santiago, Chile

"Art and Public Space" Course

UAbierta - University of Chile
uabierta.uchile.cl