



Personal Details

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DATE OF BIRTH

16.11.1990

RESIDENCE PERMIT

EU Blue Card. Employer change permitted without authority approval.

Profile

Brand & UI/UX Designer with over 10 years of experience in Latin America and Europe. Focus areas: brand development, design systems and UX/UI, grounded in user research and AI-assisted design workflows. My passion is simplifying complex topics and making brands, platforms and information more accessible and usable.

Work Experience

UX/UI & Graphic Designer

08.2025 – 08.2026

Waretracks GmbH, Cologne (remote) | www.waretracks.com

- Full ownership of the company website, from structure and web design to visual content.
- Led brand development, including logo redesign and supporting visual identity.
- Rebuilt the design system and website using AI-assisted workflows (including Claude): scalable colours, typography, components and icons for consistency across all platforms.
- Worked closely with engineering and product management on technical feasibility and continuous UI improvement.
- Designed responsive interfaces for varied devices, including mobile warehouse scanners such as Zebra.

Brand Designer

05.2023 – 11.2024

SatoshiPay GmbH, Berlin | www.satoshipay.io

- Sole designer, responsible for all design functions in the company (crypto products Pendulum and Vortex).
- Collaborated cross-functionally with product, marketing and operations teams to address diverse design needs.
- Introduced AI-assisted design to strengthen branding, streamline production and increase efficiency.
- Strengthened brand consistency across all user touchpoints through cohesive, high-impact UI solutions.
- Designed brand identities for new projects with clear visual direction aligned to business goals.

Graphic Design Working Student
SatoshiPay GmbH, Berlin | www.satoshipay.io

09.2022 – 04.2023

- Contributed to brand identity development and created merchandising assets.
- Designed social media, marketing, web and editorial content in line with brand strategy.
- Conducted market research to improve designs and support a better user experience.

Brand Designer
nōn – Design Studio, Santiago de Chile | www.non.cl

05.2016 – 10.2021

- Developed and refined a personal design thinking process to build innovative, enduring brands.
- Conducted user research with a focus on brand strategy and design.
- Designed, prototyped and tested product packaging solutions.
- Created brands along with web and editorial design for companies and cultural institutions.

Education

Master of Arts in Integrated Design <i>Anhalt University of Applied Sciences, Dessau www.hs-anhalt.de</i>	10.2021 – 03.2023
Bachelor of Arts in Design (Major in Graphic Design) <i>University of Chile, Santiago de Chile www.uchile.cl</i>	03.2010 – 01.2018
Course "Art and Public Space" <i>UAbierta – University of Chile (online) uabierta.uchile.cl</i>	10.2015 – 12.2016

Languages

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

Focus Areas

Brand Identity, Design Systems, Design Thinking, UX/UI Design, UX Research, Prototyping, Editorial Design

Digital Skills & Software

Design & Prototyping	<i>Expert</i>	Figma, FigJam, Miro, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Lightroom
Web	<i>Expert</i>	Framer
	<i>Advanced</i>	Webflow, WordPress, HTML, CSS
Motion	<i>Advanced</i>	Jitter, Adobe After Effects, Adobe Premiere Pro
AI	<i>Expert</i>	Claude, ChatGPT, Gemini, Midjourney
	<i>Basic</i>	Runway
Analytics & Project Management	<i>Expert</i>	Jira, Notion, Asana
	<i>Basic</i>	Google Analytics 4