

Roman Rast

Interaction Designer

romanrast.ch

roman.rast@outlook.com

+41 79 534 97 77

EXPERIENCE

Lead Interaction Designer

Zühlke Engineering | Jan 2015 - Present, Schlieren

- Identify limitations and opportunities in current design processes, and influence cross-functional teams' efforts.
- Worked on 20+ projects based on different industries ranging from smart home app, VR shopping experience, AR body modification, insurance and healthcare app.
- Solve highly complex design challenges, and define and deliver cohesive user-centered designs, which increases product value for both mobile and web applications.
- Create prototypes and interaction concepts using simple tools like pen & paper to more complex tools like HTML and JavaScript to share and deliver the vision.
- Conduct user tests and studies by using various test methods to explore needs, identify key insights, generate concepts, and to verify hypotheses.
- Advocate and introduce new tools like Figma to improve productivity and design quality, and demonstrating best practices to achieve smooth transitions.

Lecturer for Interaction Design

Schule für Gestaltung Zürich | Nov 2019 - Present, Zurich

- Mentor and teach students to build a strong IxD foundation and learn various design methods, which they are able to successfully apply to their own app and portfolio.

Co-founder | UX Designer | Front End Developer

Platzrausch Sport & Fitness Booking App | 2018 - 2019, Bern & Zurich

- Co-Designed and developed the mobile app, website, and CMS as one of the 6 founding members of the Platzrausch app which enables customers to book courts or classes.
- Positioned and shaped product strategy by conducting ongoing market research and competitive analysis to ensure product features meet user needs and offer competitive differentiation.

Lecturer for mobile app development & IxD

University of Applied Sciences & Arts | Feb 2015 - Present, Brugg-Windisch

- Teach 14 weeks of classes to 45 engineering students on how to create mobile apps with the Ionic framework from ideation to prototyping and from development to submitting to the app store.
- Conduct lectures on how to create meaningful user experiences by using different UX design methods and tools to classes of up to 60 software engineering students.

ACTIVITIES & AWARDS

Founder of Prototyping App Protoviewer

Prototyping App & Figma Plugin | Mar 2020, Zürich
Ideated and built an app to save and share Figma prototypes.

Figma Design Workshop

University of Applied Sciences and Arts | Dec 2018, Brugg-Windisch

Partnered with a Figma member on teaching how to design and collaborate on Figma to 30 students.

UX Design Workshop

LINE Corporation | Jan 2019, Seoul

Gave a hands-on workshop on how UX designers and devs at LINE can best work together with Figma.

Finnovation Award | First place

May 2012, Brugg-Windisch

Created an Android app to track patients' medical records. Competed against 8 other teams and won the first place.

SKILLS

Design Methods

User Research, Wireframing, Prototyping, Visual Design for mobile apps and web applications, Interaction Design, Usability Testing, Design System

Tools and Programming

Figma, Sketch, Axure, InVision, InVision Studio, ProtoPie, Principle, Adobe Creative Suite, HTML, CSS, JavaScript, Angular, Processing

Languages

English and German

EDUCATION

Selected Master courses in Visual Communication

Academy of Art and Design, Basel

2013 - 2014

Exchange Program for Mobile App Development

Belkinge Institute of Technology, Karlskrona

2012

Bachelor of Science in Computer Science

University of Applied Sciences and Arts
Northwestern Switzerland, Brugg-Windisch

2010 - 2014