

# Kevin Philipp Koch

## Developer & UI/UX Designer

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## Experience

### Developer, Decentralized Derivatives Exchange @ Confidential Company

Dec. 2022 - Apr. 2023 // Remote

- Developed and created the design system for a decentralized derivatives exchange, successfully implementing it across the entire project and resulting in a consistent and visually appealing user interface.
- Designed wireframes and prototypes for the website and trading interface with a mobile-first approach.
- Programmed the project from scratch using Next.js 13, TypeScript, and Tailwind CSS, ensuring a performant and scalable platform.
- Achieved exceptional SEO performance, with a score of 96 for Mobile/Computer Performance, 95 for Accessibility, 100 for Best Practices, and 100 for SEO on Google PageSpeed Insights.
- Collaborated closely with the SDK team to integrate and customize the provided tools, resulting in a seamless and efficient trading experience for users.

### UX Design Professional Training @ Google UX Design / coursera

Jul. - Dec. 2022 // Remote 📄

Developed skills in the entire design process, including user empathy, pain point identification, ideation, wireframing, prototyping, and user testing.

### UI/UX Design Professional Training @ cimdata educational academy

Mar. - Jun. 2022 // Augsburg, BY 📄

- Usability & User Experience (100 pts.).
- Branded UX / Interaction Design (100 pts.).
- User Experience & Design Thinking (98 pts.).

### Assistant Studio Manager, Service & Sales @ jumpers fitness

Feb. 2021 - Jan. 2022 // Stadtbergen, BY

- Train up to 17 employees in the field of dietary supplements through 4 Zoom meetings, with the aim of increasing sales through qualified consultation.
- Increase the premium membership rate by more than 68% by providing individual training to 5 employees in sales, customer relations, and promotion.

### Customer Service & Consulting @ Munich1st consulting and sales

Aug. - Dec. 2020 // Stadtbergen, BY

- Acquire new customers and provide on-site support to existing customers to actively promote the expansion of Telekom's broadband network.

### Promotion @ self-employed

Oct. 2019 - Jul. 2020 // Augsburg, BY

- Documenting and analyzing visitor structure and behavior, satisfaction, loyalty, service and contact quality, as well as the impact on image in the market research segment for trade fairs.

### Vice Managing Director, Marketing Director, Co-Founder @ Alpenatem

Oct. 2015 - Sept. 2019 // Eichenau, BY

- Develop a website, corporate identity, marketing plan, and product design to establish a strong corporate image.
- The implementation of a professional corporate identity and image led to an invitation for successful joint venture talks with AirunChina (Linde) in Xi'an, China.

### Managing Director @ Goldenlab Nutrition

Feb. 2013 - May 2018 // Olching, BY

- Founding of Goldenlab UG, with the goal of making supplements from the fitness industry more accessible to the general public.
- Design and development of the online store, and implementation of search engine optimization strategies, resulted in Google page 1 rankings.

## Skills

### UX/UI

- Design Sprint
- Design Systems
- Design Thinking
- Information architecture
- Personas & Scenarios
- Prototyping
- Responsive Design
- UX Mapping
- UX Testing & Research
- Wireframing

### Toolkit

Adobe XD, Dreamweaver, Figma, Framer, Git, Illustrator, InDesign, Microsoft Office, Miro, Photoshop, Slack, VS Code

### Coding

HTML, CSS/SASS

### Basic knowledge:

Javascript, SQL, TypeScript

### Libraries & Frameworks

Bootstrap, jQuery, Next.js, React, Tailwind CSS

### CMS

Typo3, WordPress, Sanity

## Civilian service

### Elderly care @ ASB - Workers'

Samaritan Federation

Sept. 2009 - May 2010 // Munich, BY

## Education

### IT system specialist @ ALLNET

Aug. 2007 - July 2009 // Germering, BY

### Business school @ Kermess

2002 - 2006 // Pasing, BY

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## Experience

### Marketing Consultant @ Paraskevi Koch real estate

Oct. 2012 - Jan. 2013 // Olching, BY

- Developing the corporate identity and website, logos and exposés.

### Project Manager @ Vero Occhio marketing agency - BU, ALLNET

Jul. 2010 - Sept. 2012 // Germering, BY

- Leading a team of 4 employees in the digital and print area as well as coordinating and monitoring projects across departments.
- Evaluated key performance indicators for digital and print projects in collaboration with ALLNET management, and monitored project progress.