



Moon Löffler

Head of Communications & Experience Strategy

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Languages

German
Conversational

English
Native

Tools

Figma, FigJam, Notion, Google Workspace, Airtable, POEditor, Google Analytics, Lookback, Maze, Dovetail, Miro, Adobe Illustrator, Adobe Photoshop, Framer, ChatGPT

Skills

Content Strategy, Editorial Planning, Brand Voice & Tone, Storytelling, Copywriting & Editing, B2B & B2C Content, Campaign Concepting, Content Briefing, Freelance & Creator Management, Localization & Translation Workflows, Performance Analysis & Optimization, Information Architecture, User Journey Design, Service Design, UX Writing, Accessibility (WCAG), Multichannel Communication, Stakeholder Collaboration, Presentation & Pitch Narratives, Creative Direction, Systems Thinking

👋 Hey there I'm Moon, I bring over 10 years of experience at the intersection of marketing, communication, and design – from integrated campaigns and brand management to content and UX across B2B and B2C in Switzerland."

Experience



Radizh Group
Head of Communications & Experience Strategy

July 2024 – Present
Zürich, Switzerland

Radizh GmbH operates a portfolio of independent gastronomy and culture concepts in Zurich, including Weber Comestibles, Rechberg 1837, Courtside Belvoir, and Kultur Lokal am Rank.

- Developed and led an integrated communications strategy across six concepts – each with its own brand identity, brand voice, and CI/CD guidelines
- Planned, created, and optimised digital campaigns (Google Ads, social ads, organic) as well as mailing strategy, copywriting, and SEO across all channels
- Conceived, built, and maintained multiple websites end-to-end: from information architecture and UX design through to technical implementation and performance optimisation
- Created story-driven content across video, photography, and written formats – recognised internally as Most Valuable Player and highlighted personally by the CEO
- Led physical and digital projects: signage, interior design of two rental suites (full occupancy, top guest ratings), and event conception and execution
- Coordinated influencer and creator collaborations and external partners as the central interface across the entire portfolio



Tsuga Studio
Senior Product Designer

July 2022 – July 2024
Zürich, Switzerland

At Tsuga Studio we simplify web & mobile user experience by deep diving into your customer needs and designing premium digital services that deliver value for your company.

- Led end-to-end design across health, culture, and energy tech—from strategy and research to UI and dev handoff
- Created journeys, wireframes, high-fidelity prototypes, and multilingual UX copy
- Leveraged AI tools to accelerate research, spark ideas, and streamline workflows
- Collaborated with founders, developers, and stakeholders to align user insights with business goals, while mentoring designers and helping shape design maturity
- Helped an early-stage startup secure CHF 120K in funding
- Improved accessibility for low-vision users—35% boost in task success; +20% satisfaction in service flow for ENZ
- Clients: ENZ, SRF, Shkudo, Sightsync, Ecologic, Brockibeiz & more



Starmind
Senior Product Designer

Jan 2020 – July 2022
Zürich, Switzerland

Starmind is a B2B AI platform that helps organizations unlock internal expertise by connecting employees to the right knowledge in real time.

- Designed AI-powered tools used by 1M+ employees at Roche, Novartis, and Accenture
- Led cross-squad design from research to delivery, aligning with dev, AI, and product
- Built a scalable design system—0 handoff issues, 400+ doc views/year
- Mentored junior designers and shaped internal design ops to support team growth
- Helped boost engagement (+12%), reduce time-to-answer (-15%), and improve satisfaction



MONO Drinks AG
Digital Growth & Creative Lead

Jun 2018 – Mar 2020
Zürich, Switzerland

Mono is a Zürich-based organic juice startup focused on organic, fairly sourced ingredients.

- Defined brand voice, visuals, and storytelling across digital channels, shaping a local, organic, fair-sourced identity
- Designed end-to-end customer journeys via a custom Shopify storefront and seasonal campaigns, driving discovery and conversion
- Built content, community, and partnership strategies, achieving 285% organic social growth, +60% engagement, and contributing to a 30% increase in sales



Clemap
Product Designer

Oct 2017 – Dec 2019
Zürich, Switzerland

Energy Tech Startup in Zürich

- Led full-cycle design of CLEMAP's energy-tracking app across desktop and mobile
- Ran benchmarking, interviews, and testing to guide product decisions
- Created brand identity, website, and assets to support growth and storytelling
- Helped grow the user base 10x, increased logins by 30%, connection naming flow improvements led to 30% more positive feedback and 10% reduction in task time

Education



Brock University

Accessibility Consultant Certificate
June 2025 – March 2026



AllWomen

Content Design & UX Writing Course
2021



SUPSI

Master of Interaction Design (M.A.S.)
2018 – 2019



Emily Carr Uni. of Art & Design

Certification, Interaction Design
2017 – 2018



Canada Learning Code

Digital Skills Bootcamp
2017 – 2018



Tallinn University

Interaction Design x Health
2016