

Rosi Holdsworth

Portfolio: <http://rosihdesign.co.uk> | Work samples [available here](#)

Profile

London based designer with a genuine passion for making the web better for anyone who uses it. In my current role I work to create meaningful experiences for consumers seeking advice in a crowded and often overwhelming digital world.

Key skills and experience

- Creative software: Sketch, Adobe CS, InVision, Zeplin
- Project Management: JIRA, Trello
- Technical: HTML/CSS, basic JavaScript, SVG animation
- I have run my own eCommerce websites and blogs and am adept at using online marketplaces

Employment History

UI Designer, Which? Current

Work as part of a collaborative product team, focused on users Top Tasks:

- UI/UX design focussing on Which?'s core online product suite: Reviews and Advice ([link](#))
- UCD approach to solving real user problems, gathered from evaluate research and insights.
- Working closely with UX Research, Product and Engineering teams in ideation sessions, creating prototypes through to final delivery and testing.
- Solutions for MVT and A/B tests, building test plans and working on iterative designs.
- Strong focus on inclusive design, as well as guiding wider team on best practices.
- Extensive design research and embedding this into the visual design process.
- Observing user testing and gathering insights (in lab and remotely)
- Active role in improving Ways of Working across UXD team and involved in Product Discovery working group.

Senior UI Designer, Marie Curie November 2016 - November 2017

Working across all Marie Curie digital products; website, marketing, social media and e-CRM for campaigns.

- Part of UI scrum team, with UX Designer and Front End Developer, in an agile digital team.
- Overall sign-off for all digital creative produced by team of 5 designers.
- Responsible for up-skilling the creative team in creating HTML5 banners and best practice for web design.
- Improving productivity and efficiency of creative team by introducing new processes and enabling better cross-team communication.
- Completed Adobe Premier training to film and edit in house videos.

Projects included;

- *Living Style Guide*- leading on this new product, to be used to by all digital teams and 3rd party agencies.
- *Website and email refresh*- UI scrum team tasked to update and optimise the website performance. Also created new set of flexible templates for e-CRM team.
- *Blooming Great Tea Party* and *Great Daffodil Appeal*- Digital lead for the main charity campaigns.

Digital Designer, BigDog March - October 2016

- Day-to-day responsibilities: webpage layouts, banner design and email design for a range of clients such as Barclays, Aviva, Disney-Feld, Pret and Merial.
- Creating designs for web interfaces such as on-boarding tools, working from wireframes to build prototypes in InVision.

- Conceptual work for upcoming Merial and Pret campaigns.

Web Designer, Sony Music UK March 2014-February 2016

Worked as part of the Digital Creative Team, a small in-house agency that creates digital campaigns and websites across the whole Sony UK Roster, in UK and International markets.

- Responsible for design and complete responsive front-end build of artist pages, as well as testing pages and deployment using our custom system.
- Work closely with digital marketing teams to deliver static and animated banners for a range of media sites, including full-page takeovers.
- Re-branded Sony UKs Spotify playlist brand, Filtr, creating 5 identities to help grown brand and drive revenue from streams.
- Design of profiles and bespoke content for artists social media channels.
- Created easy to use templates to enable label interns and provided Adobe CS tutorials and guidance.
- Kept up to date with latest software, technology and campaigns to encourage ideas for future projects.
- Create bespoke pitch presentations for potential brand partnership and new business opportunities.

Designer, Youth Music April 2012- March 2014

- Responsible for all internal design, online and offline, including marketing materials, web content, email newsletters, social media graphics, infographics and photography.
- Worked closely with the fundraising team to create campaigns, fundraising materials and online content.
- Visual identify for major fundraising campaign and oversaw the appointment of external agency. to build website.
- Worked on a major rebrand, in collaboration with M&C Saatchi.
- Created and uploaded content for social media and both charity websites via custom built CMS.

Creative Resourcer, Futureheads Recruitment June 2010 – July 2011

- Wrote all ad copy on various job sites, updated content on the company's social media channels.
- Interviewed all new candidates and reviewed their creative portfolios
- Conducted client meetings with senior managers and creative directors of the leading creative agencies and studios in London

Freelance

Junior Designer, Casabu.com May 2012

- Freelance design role for a new online eCommerce start up aimed at new parents
- Edited and prepared product shots for web and created static banners for daily sales events and Facebook

Design Intern, Fortune Cookie Creative Agency Feb 2012

- Developed wireframes into visual screens for developers to turn into CMS templates on DeBeers corporate website
- Involved in research and mood boards for a new RHS microsite to encourage young people to participate in gardening

Digital Marketing and Analytics Trainer Summer 2011

- Developed up to date course material and presentations
- Trained digital business team and Central St Martins post graduate students

Artworker, One Vintage Fashion Boutique Summer 2011

- Helped to develop house style and created marketing collateral such as banners and weekly newsletters
- Photo-editing, resizing and uploading product images for website via bespoke CMS
- Art directing photo shoots and editing final images for online/offline sales marketing and promotion

Content Loader, Tullow Marshall and Warren Freelance 2011-2012

- Updated and edited Web Content and created new pages for a range of the agency's clients including East Coast Trains, Nissan Infiniti and Pfizer
- Worked across several CMS's including EpiServer, Wordpress and Umbraco
- Consistently delivered in a commercial editorial production environment

Other Projects

Owner, Kissed by a Rose Vintage 2011 – End of 2015

- Set up vintage clothing business, sourced stock in USA and UK, and created inventory database.
- Developed online and print visual identity, branding and marketing material
- Created extensive online catalogue-based e-commerce website, responsible for all product descriptions and photography including image retouching
- Promote the business through engaging with customers via social media channels Education

Education

BA Hons Graphic and Media Design - Design for Typo/Graphics

London College of Communication, University of the Arts, London - 2007 – 2010

UAL Diploma in Foundation Studies (Art and Design) - Graphic Design

London College of Communication, University of the Arts, London - 2006-2007

Esher College

3 AS Levels: European Studies, Critical Thinking, Mathematics

3 A Levels: Classics, Economics, Art

References available on request.