


Connie Rosendale

 Buckinghamshire
07506580312

connie.rosendale@gmail.com

SKILLS

UI design
Design leadership
Journey mapping
Front end development
Experience design
Online monetisation

TOOLS

Sketch
Zeplin
Jira
Adobe CC Suite
HTML, CSS, jQuery
ContentSquare & Hotjar
Google Ad Manager

EDUCATION

Advanced Level
Apprenticeship in IT,
Software, Web &
Telecoms
2013-2014

ICT OCR National
Diploma: Distinction

10 GCSEs including A in
IT & A* in Business
Studies

Microsoft MTA: HTML5
Application
Development
Fundamentals

SENIOR DIGITAL DESIGN MANAGER

CURRYS, LONDON – SEP 2021 - PRESENT

Leadership of a team of 17 designers - including digital designers, UI designers and a copywriter. Successfully launched complete redesign and re-platform of Currys front end, including new design system, creation of new design principles, new CMS integration and training plan.

SENIOR WEB DESIGN MANAGER

CURRYS, LONDON – NOV 2020 - SEP 2021

Responsible for coaching, time management and day to day support of 9 web designers. Management of all non-product content across Currys & Carphone Warehouse sites. Launched bespoke executions with Apple & Samsung - the only retailer worldwide to launch using assets created exclusively for us.

WEB DESIGN MANAGER

DIXONS CARPHONE / CURRYS, LONDON - MARCH 2019 - NOV 2020

Managing a small team of 2 web designers, we were responsible for journey planning and wire-framing for full promotional journeys, build of promotional assets & landing pages across the sites, and the homepage design & build.

WEB DESIGNER

DIXONS CARPHONE, LONDON - JUNE 2017 - MARCH 2019

Working to tight deadlines, using Sketch, Photoshop, Illustrator, HTML & CSS, to update all promotional assets across Currys PC World and our eBay store. Converting PSDs in to responsive landing pages for suppliers.

UI DEVELOPER

INCISIVE MEDIA, LONDON - 2016 - 2017

Migrated over 30 apps to a new platform, delivering training to design and sales teams on how to use the platform and the benefits over print based content.

JUNIOR WEB PRODUCER

INCISIVE MEDIA, LONDON - 2014 - 2016

Design and creation of Wordpress micro-sites to sell subscriptions. Resulted in 18% reduction in bounce rate on forms, 15% increase on online order cash and 25% increase to trial conversion rate YOY.