

UX/UI Designer skilled at empathising with people and creating user-centric design solutions.

Creative individual with experience creating UI designs that are simple, aesthetically pleasing and easy to use.

Previous experience in fashion & technical design, working within teams to gather requirements, identify problems, reach agreements on solutions and develop quality products.

E-mail: jennifer.r.rothrock@gmail.com

Portfolio: <https://jennifer-rothrock-portfolio.squarespace.com>

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LinkedIn: <https://www.linkedin.com/in/jennifer-rothrock>

Personal details

Location: Berlin, Germany

Open to Remote roles

Education

Certificate: UI Design

CareerFoundry, Berlin

Bachelor of Arts: Apparel Design

Fashion Institute of Technology

New York, USA

Associate of Arts: Apparel Design

Seattle Pacific University

Seattle, WA, USA

UX/UI Skills:

Design Principles

User Research

User Flow

Wireframing

User Testing

Prototyping

Design Systems

Software:

Sketch/Figma/Adobe CS

InVision

Webflow

Languages

English (Native)

German (Working proficiency)

Work experience

Volunteer UX/UI Designer January 2023 - present

- Orcasound - Onboarding project for new volunteers
- Define onboarding process, create content and design responsive website

Freelance UI/UX Designer March - December 2022

- Data Management mobile app - working with UX Researcher, UI Design
- Re-design of responsive website - private client with IT consulting business
- Tierheim Berlin (Animal Shelter) - mobile app and website re-design
- Designed a mobile app focused on pet adoption, donations to the shelter and re-designed the main website pages
- Museums Guide: Berlin - UX/UI Design for a location based mobile app
- Designed a mobile app and promotional page for desktop & tablet as a guide to museums in Berlin

Fashion & Technical Design

1996 - 2021

Location: Berlin, Germany & Seattle, Wa, USA

Employers: Vanderstorm Ventures, ASOS, Zalando, Eddie Bauer, Nordstrom

- Responsible for product development for men’s & women’s sportswear assortment sold in the US & Europe
- Design fashion products that increase sales through repeat purchases
- Define & revise designs based on user research, customer feedback and brand identity
- Document design & technical specifications for the design team, internal departments and garment producers
- Evaluate product quality and resolve quality issues based on AQL guidelines and brand standards
- Communication, collaboration and design presentations within the design team, internal departments and external partners
- Developed training curriculum and trained the design team on new software via workshops and presentations