

Rosi Holdsworth

Portfolio: <http://rosihdesign.co.uk> Work samples: available here

Profile

I am a self-motivated and very well organised creative designer with proven commercial and technical skills. A quick learner and collaborative team player with a positive 'can do' attitude. My key objective is to further my career in the UK digital industry.

Key skills and experience

- Experienced design professional who always aims to deliver relevant, high quality solutions
- Strong project manager, taking the lead and prioritising effectively to make sure things get done on time
- I have run my own eCommerce websites and blogs and am proficient in creative software including various Commercial and Open Source CMS's, Photoshop, Illustrator, InDesign plus Microsoft Office
- Technical: HTML/CSS, basic JavaScript, SVG animation
- Adept at using social media and online marketplaces (eBay, Etsy) and eCommerce platforms (Moonfruit, BigCartel) to maintain and promote the businesses I am involved with or own

Key Achievements

- Created Kissed by a Rose, an affordable vintage online and offline clothing and homewares company
- Successfully learnt to build fully responsive, mobile optimised HTML websites in 6 months of new role

Employment History

Digital Designer, BigDog

Current

Working as the sole Digital Creative in the London office.

- 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/prototypes in InVision.
- Conceptual work for an upcoming Merial and Pret campaigns.

Web Designer, Sony Music UK (sonymusic.co.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 front-end build of artist splash pages, all built responsively and optimised for mobile using HTML/CSS. As well as testing pages and deployment using our custom system.
- Worked closely with digital marketing teams to deliver static and animated banners for a range of media sites, including full-page takeovers.
- Took on self initiated projects using JavaScript and SVG animation, which I incorporated into new artist sites. Completed a full design and front end build of a dynamic WordPress site.
- Tasked with a major re-brand for Sony UKs Spotify playlist brand, Filtr. This involves creating 5 clear identities for the main categories of playlist that Sony are focussing on to drive revenue from streams. Will be used across all streaming platforms long term.
- Design of profiles and bespoke content for artists social media channels- adapting for updates to platforms and optimize for web and mobile view.
- Creating, easy to use templates and guides for label interns to use to create content and provide Photoshop/InDesign/Illustrator tutorials and guidance. Advise and demonstrate latest software and apps that teams should use.

- Customising artist Tumblr pages to incorporate marketing messages and retail links.
- Kept up to date with latest trends, successful campaigns and new technologies to influence future projects the team work on. Worked collaboratively on larger projects, for high priority acts to deliver wide reaching, award winning campaigns.
- Create bespoke pitch presentations for potential brand partnership and new business opportunities

Designer, Youth Music (www.youthmusic.org.uk)

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, bespoke community fundraising materials and online content.
- Worked on a major rebrand, in collaboration with M&C Saatchi which has included a new website design, redesign of all materials and refreshed Key Messages.
- Created online content for the charities 2 websites via custom built CMS and Drupal.
- Managed and created content for all social media channels (Twitter, Facebook, Pinterest)

Junior Designer, Casabu.com

Freelance 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
- Created and uploaded imagery and content for 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.
- Created promotional posters for an in house project competition
- Involved in research and mood boards for a new RHS microsite to encourage young people to participate in gardening.

Digital Marketing and Analytics Trainer

Freelance 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

- Created marketing collateral such as banners and weekly newsletters
- Helped to develop house style using consistent typography and bold images
- 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

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 and populated with product descriptions and photography including image retouching
- Promote the business through engaging with customers via social media channels

Creative Resourcer, Futureheads Recruitment

June 2010 – July 2011

- Updated content on the company's Twitter and LinkedIn accounts and regularly wrote creative news updates for the website
- Wrote all ad copy and posted on relevant job sites,
- 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

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.