

ROSALIE MORROW

DESIGNER AND FRONT END DEVELOPER

Email rosalie.morrow@gmail.com
Phone 021 0230 9088
Web rosaliemorrow.com

SKILLS

Design

Graphic and UI design
Responsive design
Interactive design
Adobe - Photoshop, InDesign, Illustrator

Development

HTML, CSS and SASS
JavaScript - jQuery, some React and TypeScript
PHP, Drupal and WordPress theme development
Use of command line

RELEVANT EXPERIENCE

Front end developer / Web developer at ADInstruments

August 2015 - Current

Key responsibilities

- Design web pages and website features to increase marketing leads for our range of scientific hardware and software products.
- Develop structure, style and interactivity of web pages and complex features using a range of web technologies, including our CMS, Drupal, and ReactJS.
- Liaise with our teams locally and internationally, to gather insights into our customers' needs, our products and iterate on website design and structure.
- Work with content creators to determine improvements to make to content editing capabilities on our website.
- Collaborate with the marketing team to design web pages that are on-brand and consistent in messaging.
- Make improvements to the user experience, modernise our website UI and be responsive to feedback.
- Work on design and development of our online internal product recommendation tool. I work with our product managers to understand the capabilities the tool needs, create wireframes and get validation on new features before they are developed.
- Test website features and deploy releases.

Some achievements

- Designed new marketing web pages for our education SaaS product, Lt, which involved liaising with teams globally to ensure it would appeal to our range of customers. This redesign resulted in more customers starting a free trial.
- Designed and developed a new feature for users to request quotes, which resulted in an increase in product enquiries.
- Designed and developed an interactive 'build your science lab' tool that generates dynamic product recommendations. Our customers often have unique needs, and this tool made it easy for sales staff and customers to know what they need.

Graphic and Web Designer at Spawn Advertising

June 2012 - August 2015

Key responsibilities

- Design and develop responsive websites for clients, with WordPress CMS.
- Liaise with clients to discuss their needs, provide updates on designs and respond to feedback.
- Design and develop other web and print material, including landing pages.

Some achievements

- Redeveloped an Ecommerce website using WordPress & WooCommerce which saw a large increase in sales after improved user flow, functionality and responsive design.
- Improved efficiency for a client by automating an online competition entry process using a custom WordPress plugin.
- Created campaign landing pages that exceeded conversion goals.

EDUCATION

Diploma of Digital Media, achieved with Distinction at **Media Design School**
2012

Bachelor of Design in Graphic Design at **Auckland University of Technology**
2006 - 2008