

Jennifer Rothrock

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Webdesigner / CMS Content Manager

I am experienced in **UI/UX design, CMS management (TYPO3, WordPress), and frontend development**. Skilled in creating responsive, accessible websites and improving user experiences through thoughtful design and technical execution. Adept at collaborating with cross-functional teams to deliver high-quality digital solutions.

WORK EXPERIENCE

WordPress Designer / Administrator

Berlin, DE - Part time - Remote - 07/2025 - present

Website for small businesses

- Designed and maintained WordPress websites with custom themes and plugins, enhancing UX.
- Optimized site performance, SEO, and mobile responsiveness for improved user experience.
- Managed content updates and collaborated with business/marketing teams to implement design concepts.
- Applied UI/UX best practices to create intuitive, accessible, and visually consistent layouts.

Skills: WordPress, Custom Themes & Plugins, SEO, Content Management, Responsive Design, UX/UI, Team Collaboration

Website Manager

Berlin, DE - Full time - Hybrid - 01/2025 - 07/2025

SCC Events

SCC EVENTS is one of Europe's leading sports event organizers.

- Managed and maintained corporate and event websites (TYPO3), ensuring accurate, user-friendly content.
- Coordinated technical updates and feature rollouts with internal teams and external agency.
- Optimized website accessibility and SEO through audits and best-practice improvements.
- Oversaw implementation of design and UI updates for consistent brand presentation.

Skills: TYPO3, CMS Management, Content Updates, Collaboration, Accessibility/WCAG, SEO, Web Analysis (SISTRIX), Responsive Design, UI Design, Figma

Frontend Developer - Project Work

Berlin, DE - Part time - Remote - 11/2023 - 01/2024

ZenZen.me

Digital health startup supporting women with gestational diabetes.

- Developed responsive frontend features for a user dashboard supporting app functionality.
- Integrated Firebase/Firestore for user data handling and authentication.
- Collaborated with design and admin teams to align technical solutions with user needs.
- Participated in sprint planning and agile workflows using JIRA.

Skills: React.js, TypeScript, Tailwind CSS, Frontend Development, Firebase, Data Management, Agile, Team Collaboration, UX/UI, Scrum

UX/UI Designer - Project Lead

Berlin, DE - Part time - Remote - 08/2022 - 06/2023

Orcasound

Open-source platform for Orca conservation and education.

- Led redesign of volunteer onboarding tools, improving usability and workflow efficiency.
- Conducted user and stakeholder research to identify pain points and inform design decisions.
- Created scalable Figma components, user flows, and prototypes for smooth handoff.
- Delivered low-code web interfaces optimized for operational needs and technical constraints.

Skills: UX Design, UI Design, Figma, Prototyping, User Research, Usability Testing, Wireframing, Interaction Design, Low-Code, Responsive Design, Collaboration

SKILLS

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|---|---|---|
| • CMS Management (TYPO3/TypoScript, WordPress) | • Accessibility (WCAG) | • Agile, Scrum |
| • Web & UX/UI Design | • SEO & Web Analytics (Sistrix, Google Analytics) | • Low-Code & AI Workflows |
| • Responsive Frontend (HTML5, CSS3, JavaScript, React.js) | • UI Design (Figma, Adobe CC, Design Systems) | • Languages: German (B2) - English (native speaker) |

EDUCATION

Certificate in Full Stack Web & App Development

WBS Coding School • Berlin, 2023

Certificate in UI Design

CareerFoundry • Berlin, 2022

Bachelor of Arts Degree in Design

Fashion Institute of Technology • New York, NY, USA