Jennifer Rothrock

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CMS Content Manager (UI/UX & Frontend) | Accessibility & Usability

I manage **CMS-based websites and content platforms**, combining **content management, frontend development, and UX-focused design** to create clear, accessible, and user-friendly digital experiences. I am fully responsible for website performance, content structure, and user experience, collaborating with designers, developers, and stakeholders to implement solutions from concept to deployment.

SKILLS

Web & UI/UX Design, Figma, Wireframing, Prototyping, Accessibility (WCAG), Photo Editing & Management, WordPress, TYPO3, Contentful, Responsive Layouts, HTML, CSS, ReactJS, A/B Testing, Git/GitHub, SEO, Agile & Scrum, JIRA, German (B2), English (native speaker)

WORK EXPERIENCE

Website Manager - SCC Events

Berlin, DE · Full-time (Hybrid) · 01/2025 - 07/2025

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

- Fully responsible for managing and maintaining corporate and event websites (TYPO3)
- Implemented updates, content changes, and responsive frontend components independently
- Optimized website accessibility and SEO through audits and best practices
- Coordinated design and UI improvements to maintain consistent brand presentation
- **Result**: Improved usability, accessibility, and search engine visibility while maintaining full ownership of web operations

PROJECTS

Website Designer & Administrator (WordPress)

Berlin, DE · Part-time (Remote) · 07/2025 - Present

- Designed and maintained WordPress websites for small businesses
- Optimized performance, SEO, and accessibility; improved user-friendliness
- Executed content updates and implemented design assets collaboratively with business owners
- **Result**: Clear content structure and improved website performance

Frontend Developer - ZenZen.me

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

Digital health startup supporting women with gestational diabetes.

- Developed responsive frontend features for a user dashboard supporting app functionality

- Integrated Firebase/Firestore for data handling and user authentication

- Collaborated with design and admin teams; participated in agile sprints using JIRA

- **Result**: Functional, intuitive dashboard features that improved patient experience

UI/UX Designer - Orcasound

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

Open-source platform for Orca conservation and education.

- Led redesign of volunteer onboarding website to improve usability and workflow

- Conducted user and stakeholder research to identify pain points and guide design decisions

- Created scalable Figma components, user flows, and prototypes for smooth handoff

- Delivered low-code web interfaces optimized for operational needs

- **Result**: Consistent digital appearance and improved usability of onboarding applications

EDUCATION

Certificate in TYPO3 Fundamentals & Structure
medienreich · Berlin - 2025

Certificate in Full Stack Web & App Development
WBS Coding School · Berlin - 2023

Certificate in UI Design
CareerFoundry · Berlin - 2022

Bachelor of Arts Degree in Applied Design
Fashion Institute of Technology · New York, NY, USA