

## Curriculum Vitae

### Personal:

Name: Denise Rozney  
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Portfolio: [www.dacrow.co.uk](http://www.dacrow.co.uk)

### Key attributes

Award-winning **interactive designer** with extensive experience in multimedia and a background in commercial advertising and online marketing. Creating award winning designs with usability and customer interaction expertise. Strong understanding of customer journeys and web best practice. Excellent communicator and team player.

### Software Tools:

Photoshop  
Flash  
Illustrator  
Fireworks  
ImageReady  
Dreamweaver  
HTML  
CSS2

### Skills

Corporate branding  
Logo design  
Corporate web & UI design  
Proficient on Windows and Macintosh OS

### Education

1997 Certificate in Web Design  
1996 Certificate in Desk Top Publishing  
1990-1994 Honours Advanced Diploma, Environmental Design, College of Marketing & Design. Dublin, Ireland

### Work History

Feb 2007 to date: PDV Ltd [www.fair-exchange.com](http://www.fair-exchange.com)

Efficiently manage and coordinate design production from concept through completion. Developing brand awareness and user retention on amalgamated advertising services site. Flash game creation, storyboarding, animation and interface design. Multiple email, banner campaigns and usability testing. Various A/B page design, build and testing. Working with outsourced developers on numerous game builds and backend integration. Product development and deployment across multi platforms.

Brands: Fair Exchange, PDV, AXA and O2.

2004 -2007: Logan Tod & Co

Website design, online editorial content including, build and initial architecture for many blue chip clients, over a wide market audience. Responsible for outgoing design/development work and project management. Working closely with developers, freelancers and outsourced contractors to manage projects efficiently. Consultation on checkout process functionality and search engine optimization.

Brands: Renault, British Home Office, Hoseasons, IWOOT, Mothercare, Sharps Bedrooms, Dolphin, EA Games.

Dec / 2002 to March / 2003: Zentropy Partners

Freelance interactive designer. Responsible for banner design in GIF/Flash format, microsite design for NatWest, and pitch work for new business. Working with strict brand guidelines as a member of a global interactive team.

Brands: Microsoft, NatWest and Hewlett Packard

April / 2000 to Sep / 2002: Publicis NetWorks. [www.publicis.co.uk](http://www.publicis.co.uk)

Employed initially as a junior developer, but due to knowledge and skills acquired in my own time and working directly with the Creative Director as a team, quickly promoted to Chief Creative Developer (iTV). Was responsible for web design, banner concepts and design in GIF and Flash format. Involved in most pitch work, working closely with creative team under considerable time restrictions. Encompassed work in all interactive advertising formats and site builds in all delivery channels from Web to WAP to SMS to iTV.

iTV brands: ASDA, The Post Office, Renault , VODKA , De Paul Trust and The Woolwich.

1998-2000: Web designer / developer, [www.via-net-works.ie](http://www.via-net-works.ie)

Developing websites and online presence for various clients. Worked closely with pre production to create consistency in brand identity.

Brands: TSB, Club Internet, Kenwood and Elegant Ireland.

#### **Awards**

- 2000 Revolution Award - Finalist - Jaffa Cakes 'Save our Jaffas' Microsite  
New Media Age Marketing Effectiveness Awards – Va-Va-Voom.co.uk for Renault
- 2001 Precision Marketing – Best B2B web site – [www.euro.ecb.int](http://www.euro.ecb.int)
- 2002 Silver Cyber Lion Award- VODKA

#### **Firsts**

First interactive TV ad to run on Channel 4 – Renault Clio  
First truly interactive TV ad in the world – VODKA project

#### **Hobbies and Interests**

Qualified Ju Justu coach, self-defence instructor and first aider. Active in Kung Fu, gymnastics and snowboarding. Keen writer and painter. Enthusiastic competitor, eager for challenges.