



INFO

NAME

Vincenzo La Rosa

LOCATION

Derby, UK

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WEBSITE/PORTFOLIO

vincenzolarosa.com

SOCIAL

LINKEDIN

linkedin.com/in/vincenzolarosa90

DRIBBBLE

dribbble.com/vincenzolarosa

BEHANCE

behance.net/vincenzolarosa

VINCENZO LA ROSA

SENIOR WEB DESIGNER

EXPERIENCE

Senior Web Designer & Creative Manager Jul 2022
Currys plc, Loughborough, UK Present

- Proficient in HTML, CSS, Bootstrap, SCSS, Adobe Creative Suite and knowledge of JS
- Designing campaigns to increase conversion
- Design and coding of Emails, Landing pages, HTML5 Banners, Social
- Team management of full time colleagues and Contractors
- Website Testing utilising A/B and MVT tests (MaxyMiser)
- Working with Developers to deliver new functionality and redesigns of our brands

Web Designer Aug 2019
Currys plc, Loughborough, UK Jul 2022

- Involved in onsite activities
- Created landing pages
- Designed display banners
- Produced social media content
- Developed email marketing collateral
- Responsible for general front-end maintenance
- Managed websites for all brands

Digital Designer Feb 2019
BYG Systems, Nottingham, UK Jun 2019

- Designed graphic assets
- Created engaging and effective learning experiences
- Made bespoke websites for internal purposes

Web and Graphic Designer Jun 2018
CorvoLab, Remotely in the UK Feb 2019

- Created landing pages
- Produced social media content
- Involved in onsite activities



SKILLS

Software Skills

- Ai** Adobe Illustrator
- Ps** Adobe Photoshop
- Id** Adobe Indesign
- Pr** Adobe Premiere
- Xd** Adobe XD
- F** Figma

General Skills

UI/UX Design
Web Design
Graphic Design

Coding

- </>** HTML5
- { }** CSS3
- ☾** Jquery
- JS** Javascript
- B** Bootstrap
- W** Wordpress

Graphic and Web Designer

Freelancer, Italy and UK

Dec 2013

Feb 2019

- Made bespoke websites: UX, UI and code (used HTML/CSS, jQuery)
- Designed Print Work (Interior and exterior artwork)
- Created visual concepts like logos, packaging, promotional materials, and more

Teacher of IT laboratory

I.T.C. V. Arangio Ruiz, Rome, Italy

Mar 2017

Jun 2017

- Taught how to make a website and create interfaces
- Planned lessons for the students
- Primarily taught HTML, CSS, and jQuery

Internship Graphic Designer

Arti Grafiche Leonardi, Catania, Italy

Sep 2014

Feb 2015

- Designed Print Work (Interior and exterior artwork)
- Created visual concepts like logos, packaging, promotional materials, and more

EDUCATION

MA

Academy of Fine Arts Catania, Italy

Sep 2012

Jul 2015

MA in Graphic Design, curricula: Business Communication, Department of Applied Arts, Academy of Fine Arts. Grade: 110/110 cum lode

BA

Academy of Fine Arts Catania, Italy

Sep 2009

Sep 2012

BA in Graphic Design, curricula: Business Communication, Department of Applied Arts, Academy of Fine Arts Catania.

Diploma

ITI Enrico Fermi, Siracusa, Italy

Sep 2005

Sep 2009

Diploma in Information Technology.