



ELLEN PARR

Communication Manager

Candidate Skills compared to requirements

Required skills	Years of experience	Experience in project: period/client/position (only bullet points)
Must have		
Minimum 5 years' experience working in international complex IT/SAP transformation programs and/or procurement system rollouts	1.5	<ul style="list-style-type: none">• I worked from 04.2022–12.2023, as an OCM/communications specialist contractor within Roche, on an internationally based IT transformation project team (Process Knowledge Management Software-focused)• My team at Roche worked with ASPIRE (Roche's SAP Installation). It operated within an SAFe/Agile framework• At Roche, I created many visualisations/infographics showing how our project interfaced with different parts of ASPIRE (e.g. material management, supply chain)



Minimum 5 years' experience working in OCM, training and/or communication teams within a SAP/IT system rollout	1.5	<ul style="list-style-type: none">• I worked from 04.2022–12.2023, as an OCM/communications specialist contractor within Roche, on an internationally based IT transformation project team (Process Knowledge Management Software-focused)• My Team at Roche worked with ASPIRE (Roche's SAP installation)• At Roche, I worked closely with the project's OCM/communications lead. I shadowed his work, and I acted as his deputy during his vacations.• At Roche, the OCM/communications lead and I worked on describing user journeys, understanding how changes affected users, clarified to users what changes were, why they were important, and worked to encouraged system adoption• At Roche, I also created end-user facing training videos, explaining changes & software/version updates due to rollouts• My role on the project at Roche lasted throughout multiple rollouts
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Proven capability in communication and stakeholder management	1.5 *	<ul style="list-style-type: none">• At Roche, I worked with senior stakeholders both inside and outside of the project, with the project's Steering Committee members, as well as helped the project's OCM/communications lead with stakeholder management topics• My role at Roche was heavily focused on stakeholder presentation design & content strategy• At Roche, I updated my team's communications strategy and the design of assets like email newsletters, presentation templates, the project's website design & its website content strategy, wider-audience focused animated explainer video production, etc.• <i>* My previous professional experience as a graphic designer, at various companies (~8 years), could also be recognised as containing communications and/or stakeholder management related work</i>
Project management skills in classic as well as agile ways of working	1.5	<ul style="list-style-type: none">• I have never held specifically a manager/project manager role• At Roche, I was involved in project planning as part of my OCM/communications work-stream



Understanding of organizational change management, communication and training approaches	1.5 – 2.5*	<ul style="list-style-type: none">• I worked from 04.2022–12.2023, as an OCM/communications specialist contractor within Roche, on an internationally based IT transformation project team (Process Knowledge Management Software-focused)• At Roche, I also assisted our project's product owner with workshop planning• At Roche, I worked closely with the project's OCM/communications lead. I shadowed his work, and I acted as his deputy during his vacations.• At Roche, the OCM/communications lead and I worked on describing user journeys, understanding how changes affected users, clarified to users what changes were, why they were important, and worked to encouraged system adoption• At Roche, I also created end-user facing training videos, explaining changes & software/version updates due to rollouts• <i>* Some of my other non-corporate, yet relevant training-focused experience could include an additional 1 year, from 05.2021–05.2022 at Techlabs in Basel, as a computer programming teacher for children & teenagers</i>• <i>* My experience as a computer programming teacher included teaching with both on- and off-screen, hands-on and -off methods, assistance with workshops, and course-content creation</i>
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Experience using Google Suite and visualizing engaging presentations and tools	1.5 – 8 *	<ul style="list-style-type: none">• My years of experience specifically using Google Suite: 1.5 years• Despite only 1.5 years of experience, I have a high level of proficiency with Google Suite• At Roche, I designed templates for others using Google Slides, Docs and Sheets• At Roche, I also gave tutorials to other team members who needed help with Google Suite• <i>* Years of experience as a graphic designer, with a multitude of similar tools of similar functionalities (e.g. Keynote, Powerpoint, Adobe software, etc.), for creating presentations & other visual communication purposes: ~8 years</i>
Demonstrated skills in conflict resolution, and stakeholder management with a hands-on approach	1.5 *	<ul style="list-style-type: none">• At Roche, I worked with senior stakeholders both inside and outside of the project, with the project's Steering Committee members, as well as helped the project's OCM/communications lead with stakeholder management topics• My role at Roche was heavily focused on stakeholder presentation design• <i>* My previous professional experience as a graphic designer, at various companies (~8 years), could also be recognised as containing conflict resolution and/or stakeholder management related work</i>
Business-level proficiency in English, both written and spoken	29 *	<ul style="list-style-type: none">• English is my native language



Experience with JIRA	0 *	<ul style="list-style-type: none">• I do not have experience with JIRA• I have experience with somewhat similar, ticketing-focused tool, Trello• <i>* At Roche, I helped my team's management with project milestone tracking, program increment & sprint planning using MIRO, and I attended sprint planning meetings</i>
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Nice to have

SAFe experience	1.5	<ul style="list-style-type: none">• My team at Roche operated within an SAFe / Agile framework• At Roche, I helped my team's management with project milestone tracking, program increment & sprint planning using MIRO, and I attended sprint planning meetings
Business-level proficiency in German, both written and spoken	0	<ul style="list-style-type: none">• I am not yet qualified as "business-level"• My current German level: B2.1
Pharma sector experience	1.9	<ul style="list-style-type: none">• My time at Roche, from 04.2022–12.2023, as an OCM/communications specialist: 1.5 years• My time as a graphic design intern in 2015 at JUICE Pharma, a pharmaceutical marketing agency based in NYC: 4 months
Experience in Procure-to-Pay E2E processes	0	

Ellen Parr

Horbургstrasse 80, 4057 Basel



I am an American, Basel-based communicator, graphic designer & digital native, educated between the United States & Switzerland. I completed my Bachelor of Arts degree in 2018 in Basel for Visual Communication, with a focus on interactive, digital & motion design. My areas of interest and specialty also include communications, design systems, and all things tech. I am passionate about learning new things and meeting new people.

Job experience

03.2024 – Present:

Career break to attend full-time intensive German courses

04.2022 – 12.2023:

Hoffman La Roche, Basel 🇨🇭

**OCM / Change Management,
Communication Specialist**

Work divided between two overlapping cross-functional IT project teams whose work on Process Knowledge Management Software aids global biopharmaceutical production by standardizing Technology Transfers throughout a drug-substance's lifecycle.

Worked collaboratively within an Agile framework to support teams' internal, & user-facing communication needs by: updating teams' communication strategy and assets; newsletter design; creating end-user facing training videos; content preparation & presentation design for stakeholder meetings; assisting team leadership in project milestone tracking & planning; information graphics; writing/proof reading; redesign of teams' website; animation & video production; brand identity / guideline compliance; workshop planning assistance.

10.2020 – 05.2022:

Freelance, Basel 🇨🇭

Graphic Designer,

Front-End Web Developer

Projects have included: social media content creation; front-end web development; Content Management System (CMS) programming & development (Craft CMS & TWIG); digital asset management; print-based graphic design; Animated title sequences for short films. Worked alone & collaboratively with design studio teams on web-design projects.

05.2021 – 05.2022:

TechLabs, Basel 🇨🇭

Tech & Programming Instructor

Instructor of computer and technology education (children aged 6–16) at a Basel-based company promoting early STEM education.

Coursework has included: HTML / CSS & web design; video & animation; general digital-literacy and skill development activities. Work also included presentations, workshops, & course-content creation.

10.2021 – 03.2022:

Studio Philippe Karrer, Basel 🇨🇭

Graphic Designer

Temporary graphic design position working for Basel-based designer, Philippe Karrer. Worked on: animations; film title sequence design; website design & front-end web development; social media content creation; collaborated on book design.

11.2019 – 08.2020:

berger + Co., Basel 🇨🇭

Graphic Designer

Contracted position at a Basel-based design studio, which began as an internship. Worked on various aspects of a long-term exhibition design project like: typographic systems & visual identity development;

Skills

- Internal communications
- Stakeholder management
- Multimedia
- Presentation design
- Writing
- Content & digital strategy
- Teamwork
- Typographic systems & visual identity development
- User Interface, Interaction & Experience design (UI/UX/UED)
- Animation & motion design
- Video production & post-production
- Change management
- Teaching

Technical Skills

- Google Workspace
- HTML & CSS / SCSS
- Javascript / jQuery
- Adobe Illustrator
- Adobe InDesign
- Adobe AfterEffects
- Adobe PremierPro
- Adobe Photoshop

Languages

- **English** — Mother tongue
- **German** — Intermediate (B1.3)

Ellen Parr

Visual Communication
Digital/Print

Past clients (freelance)

- Fondation Beyeler (Basel)
- Studio Moono
- SWIM Supply
- YK Animation Studio

References

- **Benjamin Spencer**
benjamin.spencer@roche.com
+41 78 803 12 80
- **Monica Spychala**
monica.spychala@roche.com
+49 178 8039418
- **Philippe Karrer**
philippekarer@icloud.com
+41 79 583 89 94

Personal info

- **Born** — 1995
- **Nationality** — United States of America 🇺🇸
- **Residence Permit** — B (fully eligible to work)

flyer & poster design; website design; app design (UI/UX); design of multimedia display screens; animation; video production; large-scale environmental graphics & signalitics / wayfinding design. Took part in client meetings & coordinated directly with suppliers.

11.2018 – 05.2019:

Graphic Design Intern

Prolog, Basel 🇨🇭

Internship at a small Basel-based interaction / web design & graphic design studio. Worked on various projects pertaining to: typographic system & visual identity development; creative coding; web design & front-end web development; social media; animation; exhibition design; information graphics.

02.2017 – 05.2017:

Graphic Design Intern

Two Twelve, New York City 🇺🇸

Internship at a New York City-based environmental design & wayfinding / signalitics design studio. Work included: code-conforming building signage; signalitics / wayfinding design; pictogram / icon design.

05.2016 – 08.2016:

Graphic Design Intern

Christie's, New York City 🇺🇸

Internship at the global art auction house. Worked mainly on in-house projects such as: event invitation design; print advertisement design; exhibition graphics; book design; brand identity / guideline compliance.

08.2015 – 12.2015:

Graphic Design Intern

Shutterstock, New York City 🇺🇸

Internship at the global stock photo company. Worked on in-house projects such as: web design; digital advertisement creation; print work such as posters, flyers and exhibition / event graphics; photo curation.

01.2015 – 05.2015:

Graphic Design Intern

Juice Pharma, New York City 🇺🇸

Internship at a pharmaceutical marketing agency. Work included: marketing concept ideation & development; convention booth signage; photo-editing; typographic and illustration work; brand identity.

Education

2016 – 2018:

**The Basel School of Design
Basel** 🇨🇭

**Institute of Visual
Communication (HGK FHNW)**

Completed a semester as an exchange student before transferring in order to complete studies. Received a Bachelor of Arts degree in Visual Communication, with a focus on interactive, digital & motion design.

2013 – 2016:

**The University of Cincinnati
Cincinnati** 🇺🇸

**College of Design,
Architecture, Art, and Planning**

Studied Graphic Communication Design with a focus on interactive & motion design, completing 3 years before transferring studies to Basel. Participated in the Professional Practice Program, in which students alternate semesters of study with work in the real world. Member of Student AIGA Cincinnati Chapter.

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Visual Communication
Digital/Print