

Emil Smith - Web/UI Designer & Front End Developer

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I'm a Web/UI Designer & Front End Developer with 7+ years of experience working at fast-paced digital agencies in London. I've worked on both large and small scale web and mobile projects, advertising and marketing campaigns, creating wireframes, prototypes, user flows, through to full design and development. My skills include both design and front end development, and I have extensive experience with all the industry standard design tools, as well as up-to-date front end development technologies. I have a passion for beautiful design that is as functional as it is aesthetic, with a solid grounding in user experience.

I strongly believe that the core of all great design is empathy; a genuine understanding of the user and their needs, and how best to drive engagement in a contextual, meaningful way.

Skills:

Design tools: Adobe Photoshop, Adobe Illustrator, Adobe Experience Design (XD), Adobe After Effects, Figma, Sketch, InVision

Development tools: HTML, CSS, Javascript, jQuery, SCSS, LESS, Gulp, Bower, Yarn, node.js, Vue.js, Git, npm, Twig, Liquid, Blade and more.

BPL Marketing

Web/UI Designer & Front End Developer (mid-senior level)

July 2015 - Present

- Helped to build the company's first in-house digital, web-focused department
- Designed, built and maintained both small and large web projects
- Specialised in UI/UX; wireframing, prototyping, designing user flows and visuals
- Saw design through to deployment alongside back end developers on a range of platforms
- Established DevOps such as version control, deployment, tech stack and more

Twotwentyseven

Digital Designer (mid level)

June 2013 - July 2015

- Worked as a member of a very small, fast paced team
- Produced web designs and full builds
- Shopify eCommerce using Liquid as an official Shopify partner
- Played a key role in establishing company coding standards and best practices such as naming conventions, code structure and operational practices

Amobee

Digital Designer (junior level)

July 2012 - July 2013

- Designed mobile display advertising and rich media experiences for global campaigns
- Experimented with concepts such as augmented reality
- Developed efficient solutions to streamline internal processes and looking for ways to improve our creative offering with custom code.
- Introduced new capabilities to the company by creating responsive designs, custom mobile websites/landing pages and HTML5 animated banners.
- Renovated existing processes with more efficient methods by using scripts to automate tasks which previously took hundreds of work hours to complete

Education:

University of the Arts, London

Digital Media Design BA (Hons)

2009 - 2012

Interests:

Outside of digital design, I am a passionate electronic music producer. In recent years, under the alias "Kentro", I've had some success within the drum & bass scene, with releases on the seminal Renegade Hardware, Mainframe Recordings and Mayan Audio, as well as my own label; Peng Dominion, which I started earlier this year as a vehicle to release my own music, alongside other music which inspires me. I also have a new project in the works, encompassing my more melodic and experimental side.

I live in walthamstow with my partner Sophie and our young daughter Nylah.