Emil Smith - Web/UI Designer & Front End Developer

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Hi, I'm Emil. 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, feature-rich UIs, advertising and marketing campaigns and wireframes, prototypes and user flows. 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
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.