

# Emil Smith - Visual/UX/UI Designer & Developer

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Hi, I'm Emil. I'm a Visual/UX/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

**Digital Designer (mid-senior level)**

July 2015 - Present

Helping to build a digital, web-focused department, to bring web design and development in-house. Working on campaign concepts through to delivery, designing, building and maintaining both small and large web projects for a varied range of clients. Specialising in UI/UX, including wireframing, prototyping, designing user flows and finished products. Seeing my design work through to development alongside back end developers on a range of platforms.

## Twotwentyseven

**Digital Designer (mid level)**

June 2013 - July 2015

Working as a member of a very small, fast paced team, delivering high quality design and development solutions to varied clients, including eCommerce websites build with Shopify and using the Liquid templating language, and numerous websites for reputable London restaurants. Playing 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

Designing mobile display advertising and rich media experiences for global campaigns, alongside a small team of designers. Experimenting with concepts such as augmented reality, developing efficient solutions to streamline internal processes and looking for ways to improve our creative offering with custom code.

Introducing new capabilities to the company by creating responsive designs, custom mobile websites/landing pages and HTML5 animated banners. Renovating existing processes with more efficient methods by using scripts to automate tasks which previously took hundreds of work hours to complete, specifically in banner exporting processes.

## **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.