

**EMIL  
SMITH**  
emilsmith.pro

## SKILLS

### Design

Adobe CC (Ps, Ai, Au, Xd, Ae, Pr, Ru, Me etc), Figma, Sketch, InVision Studio, ProtoPie.

### Engineering

HTML5, CSS3, SCSS, JS (OO/functional, ES6+), Vue.js, React, Git, Docker, Vagrant

### Key Skills

UI Design  
UX Design & Research  
Front End Web Development  
Project/Product Management  
Leadership  
Linear Media Design

## ABOUT ME

I am a passionate electronic music producer, maker, and father. I have recently developed an interest in digital signal processing and embedded audio systems, with the goal of designing and building DIY electronic instruments. I live with my partner and our two-year-old daughter, in East London.

## WHAT I DO

I'm a Creative Tech Lead with over 10 years' experience working on everything from high profile websites and ad campaigns for fast-paced creative agencies to design systems, user research initiatives, and javascript PWA builds for digital products. I have a passion for beautiful, human-centred design that is as functional as it is aesthetic, with a solid grounding in technology and the business goals that it supports.

## EXPERIENCE

### **NewsNow** **Creative Tech Lead** Feb '19 - Present

Led the product's largest redesign in its 24-year history in design, dev, and product, reporting directly to CEO, COO.

Undertook the company's first-ever user-research initiative, and self-started competitor analysis, informing product decisions.

Managed a small design team and contributed to dev team efforts via front end development, tooling, and infrastructure/stack.

### **BPL Marketing** **Designer & Developer** Jul '15 - Feb '19

Led the formation of the company's first in-house web department, designing and developing web and marketing projects

Defined and informed devOps, designOps, and project management processes

Managed and mentored junior graphic designers on web projects

### **Twotwentyseven** **Designer & Developer** Jun '13 - Jul '15

Worked in a small, fast-paced team, on web design, front end dev, and bespoke Shopify eCommerce sites.

Contributed to company coding standards and best practices such as naming conventions, code structure, and operational practices

### **Amobee** **Digital Designer** Jul '12 - Jul '13

Designed mobile display ads and rich media for global campaigns, responsive designs, custom mobile websites/landing pages, and HTML5 animated banners

Renovated existing processes with more efficient methods by using scripts to automate tasks that previously took hundreds of work hours to complete

## EDUCATION

**UAL, London**  
'09 - '12

**Digital Media Design BA(Hons)**