EMIL SMITH

hi@emilsmith.pro
07503111160

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

INTERESTS

Outside of work, I enjoy art, music, and spending time with my family. I'm also a passionate electronic musician, and I have recently developed an interest in digital signal processing and embedded audio systems, with the goal of designing and building DIY electronic instruments.

PERSONAL PROFILE

I am a Creative Technology Lead, with more than 10 years' experience. I have worked on everything from creative agency work (high profile websites, advertising campaigns and more) 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)