

FRANCESCA PIKE

UI/UX & GRAPHIC DESIGN | HTML & CSS | JAVASCRIPT & REACT

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ABOUT ME

Designer with 7+ years of experience spanning graphic design, UI/UX, and HTML/CSS web development. My background includes designing for web, mobile, and print, now complemented by JavaScript and React development from a Software Engineering bootcamp. I've developed everything from mobile apps and SaaS interfaces to print materials and brand identities, including designing UI for an EV charging technology company. With both in-house and agency experience, I bring a positive, detail-oriented approach and thrive in collaborative environments.

SKILLS

Design: Adobe (Illustrator, InDesign, Photoshop, Premiere Pro, After Effects), Figma, Canva, Microsoft PowerPoint

Frontend Development: HTML, CSS, Bootstrap, JavaScript, React

Backend Development: Python, Node.js, Express.js, Flask, SQL, PostgreSQL, MongoDB

Misc: Mailchimp, Prismic, Squarespace, WordPress, Shopify, Wix, Miro, Sprout, Trello, Asana, Google Ads

EXPERIENCE

Makers Academy Software Engineering Bootcamp

London, UK | Sept 2024 - Jan 2025

An intensive 16-week full-time programme where I honed my skills in creating robust web applications using HTML, CSS, JavaScript, Python, React.

- Developed a modular frontend architecture using custom CSS and Bootstrap, ensuring reusability and responsiveness.
- Translated Figma designs into pixel-perfect interfaces with optimised CSS and Bootstrap styling.
- Engineered visually dynamic UIs with custom iconography and interactive elements for an intuitive user experience.
- Designed and implemented a reusable component system with custom CSS and Bootstrap, creating a responsive and visually engaging interface without relying on external UI libraries.

Freelance

Graphic and UI Designer

Nov 2023 – July 2024

- Partnered with diverse clients (design firms, investment companies, marketing agencies, charities, and clothing retailers) to deliver comprehensive brand experiences across multiple platforms.
- Designed and developed responsive websites using Figma, Adobe Creative Suite, HTML/CSS, WordPress, and Squarespace, ensuring seamless functionality and brand consistency across desktop and mobile.
- Created extensive marketing collateral including brochures, social media assets, email campaigns, presentation decks, adverts, and event artwork that effectively engaged target audiences.
- Developed comprehensive branding systems including logos, colour palettes, iconography, templates, and guidelines to establish strong brand identities and ensure consistent implementation.
- Produced multimedia content through video editing, animation, and image retouching using Adobe Premiere Pro, After Effects, and Animate while managing multiple client projects and collaborating with cross-functional teams.

Career Break | Travel

Sep 2022 – Sep 2023

Ohme EV Charging
Brand Design Manager

Aug 2020 – Aug 2022

- Developed diverse content across digital marketing channels, print and video, such as custom iconography and illustrations, product manuals, tutorial videos and a user-friendly partner marketing portal on Squarespace.
- Spearheaded a successful website redesign, while also managing ongoing website maintenance, design enhancements, and HTML/CSS updates.
- Designed UI for the mobile app and SaaS platform, working closely with the Product team/developers and running beta tests with real users to refine the experience and catch any issues before deployment.
- Led a full website redesign, collaborating with agencies and developers while managing ongoing maintenance, content updates, and design improvements.
- Developed brand guidelines as a Brand Guardian, ensuring consistency across internal and external projects.
- Managed design workflows, overseeing junior designers and coordinating deliverables to ensure high-quality outcomes.

Marketing Executive (Design Focus)

July 2019 – Aug 2020

- Led digital presence management by updating website content, implementing CSS adjustments, and designing responsive email marketing campaigns (Mailchimp/OnRoute) with custom HTML/CSS.
- Executed comprehensive social media strategy including content creation with Adobe Suite, post scheduling, customer engagement initiatives, and Facebook advertising campaigns that maintained consistent brand voice across platforms.
- Designed diverse marketing materials including PowerPoint templates for client tenders, brochures, print advertisements, and event collateral, ensuring strict adherence to brand guidelines and specifications.
- Managed end-to-end trade show execution, collaborating with external providers for promotional merchandise, 3D product renders, photography, and event supplies while coordinating staff to ensure flawless event delivery.

OTHER ROLES

Career Break | Travel | 2018/19

Marketing Executive & Secretariat | Wilson James | 2018

Marketing & HR Assistant | Fortem Solutions LTD | 2017

Sales Assistant | New Look | 2016

EDUCATION

Anglia Ruskin University
Illustration BA (Hons) | 2:2

2013 – 2016