



# JUSTIN SMALL

FRONT-END ◦ UX ◦ UI ◦ DESIGN

## WORK EXPERIENCE

**COMPANY:** HOLOGRAPH  
**POSITION:** FRONT-END DEVELOPER AND DESIGNER  
**DURATION:** OCT 2019 - PRESENT

At Holograph, a renowned software development agency, I served as the key liaison between the front-end and development teams, using my unique blend of design and development skills to deliver an array of successful projects.

### KEY RESPONSIBILITIES

- Designed, developed, and refined our core suite of applications, including our Content Management System (CMS), Page Editor, Customer Relationship Management (CRM) software, E-commerce platform, Form Builder, and Face Tracking Point of Sale Screens.
- Collaborated closely with both the front-end and development teams, integrating design and development aspects to ensure seamless project delivery.
- Regularly worked on client projects for major brands, including **Lucozade**, **Ribena**, **One Suntory**, and **Roald Dahl**, meeting unique client needs and exceeding expectations.
- Played a critical role in the company's successful pivot towards QR code instant win competitions. Developed key campaigns, including a notable project for **Listerine** and **Xbox**.

### MAJOR ACCOMPLISHMENTS

- Transformed our site's core CSS into an SCSS framework, resulting in improved design consistency and easier maintenance.
- Led the design and development of our core internal applications, particularly the Content Manager, enhancing user experience and efficiency.
- Conceptualized and created prototypes, design guidelines, and visuals for internal software, contributing to the overall aesthetic and usability of our applications.
- Drove the successful completion of numerous client projects, applying my diverse skills to meet complex requirements and deliver high-quality results.

**COMPANY:** JACK WILLS  
**POSITION:** FRONT-END DEVELOPER  
**DURATION:** 2010 - 2019

Jack Wills is an fashion retailer. I was based at their head office in North Acton. I left shortly after their acquisition by Sports Direct.

### KEY RESPONSIBILITIES

- Building and developing the core custom CSS framework
- Developing campaign pages for each new range / season
- Working alongside our e-commerce development service provider to further develop and improve our e-com proposition.

## PROFILE

I like to create functional, elegant, creative pages and experiences for the web.

I am on the lookout for that stand out role that will enable me to work on exciting new projects and drive my personal growth and performance.

## SKILLS

### HTML



Semantics  
Accessibility  
SEO  
SVG

### CSS



SCSS / SASS  
Design tokens  
Large scale archetecture  
Animation  
Future CSS  
Responsive  
Cross browser  
Tailwind

### JAVASCRIPT



Vanilla  
Typescript  
ES6  
VueJS  
Nuxt  
Pinia  
GSAP

### DESIGN



Figma  
Photoshop  
Illustrator  
Midjourney  
UI

### OTHER

git  
bitbucket  
Jira

## CONTACT

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**COMPANY: MOMENTUM**  
**POSITION: CONTRACT**  
**DURATION: 1 MONTH - 2010**

Design, front-end dev and creation of banners, html emails and assets for various clients including Sony and Microsoft.

**COMPANY: TELECOM EXPRESS**  
**POSITION: CONTRACT**  
**DURATION: 6 MONTHS (2010)**

Design and styling of various white label dating websites.

**COMPANY: RPM**  
**POSITION: CONTRACT**  
**DURATION: 3 WEEKS (2010)**

Concept design and front end development of smirnoff customer landing page

**COMPANY: THE GROUP**  
**POSITION: CONTRACT**  
**DURATION: 2 WEEKS (2010)**

Front-end development on various corporate websites.

**COMPANY: WORK COMMS**  
**POSITION: CONTRACT**  
**DURATION: 2 WEEKS (2010)**

Front-end development on asda recruitment site.

**COMPANY: ARCADIA**  
**POSITION: CONTRACT**  
**DURATION: 30 DAYS (2010)**

Front-end development on topshop.com redesign.

**COMPANY: GLUE ISOBAR**  
**POSITION: CONTRACT**  
**DURATION: 40 DAYS (2010)**

Front-end development on Sky Mobile TV website.

**COMPANY: ZOMBIE**  
**POSITION: CONTRACT**  
**DURATION: 9 DAYS (2010)**

Design and development work on the gorillaz website.

**COMPANY: INCISIVE MEDIA**  
**POSITION: CONTRACT**  
**DURATION: 1 WEEK (2010)**

Worked on the development of a conference and training event website

**COMPANY: REED CREATIVE**  
**POSITION: CONTRACT**  
**DURATION: LATE 2008 - JAN 2010**

Worked across RBI's proud portfolio of publications, developing websites / blogs / banners and email campaigns

**COMPANY: ARTS ALLIANCE MEDIA**  
**POSITION: CONTRACT**  
**DURATION: 2006-2008**

Developed the design and front-end for the company's video download platform

**COMPANY: IPC MEDIA**  
**POSITION: CONTRACT**  
**DURATION: 6 WEEKS (2006)**

Worked on TV supplement magazine website and also developed a Wordpress blog for celebrity gossip

**COMPANY: HOT ONLINE**  
**POSITION: WEB DESIGNER**  
**DURATION: 2005 - 2006**

Designed and developed various recruitment websites, HTML newsletters and some print ads.

**COMPANY: RDF MEDIA**  
**POSITION: WEB DESIGNER**  
**DURATION: 2004 - 2005**

Worked on websites based on RDF's TV output, which included 'Wife Swap', 'Scrapheap Challenge' and 'Shipwrecked'

**COMPANY: DESIGN MATTERS**  
**POSITION: WEB DESIGNER**  
**DURATION: 2000 - 2004**

Web Designer within this design and advertising agency. Clients included Sainsbury, GAME and Bausch & Lomb.