



# JUSTIN SMALL

www.justinsmall.net

## PROFILE

I like to create functional, elegant, creative 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
- CSS / SCSS
- JAVASCRIPT / TYPESCRIPT
- VUEJS / NUXT
- TAILWIND
- GSAP
- FIGMA
- PHOTOSHOP
- ILLUSTRATOR
- AI / LLM PROMPTING

**CURRENT STATUS** Freelancing. Looking for full time role 🙌

## WORK EXPERIENCE

**COMPANY:** WEBSOCKET DESIGNS  
**POSITION:** FRONT-END DEVELOPER  
**DURATION:** AUG 2023 - JUNE 2024

Websocket Designs is a full service marketing solutions agency based in Tunbridge Wells.

I worked on a couple of projects. **Influxer**; a portal for connecting brands with social media influencers and **Easybook Training**; a UK based training provider that offers a range of professional training courses to individuals and companies.

### KEY RESPONSIBILITIES

- I was the sole front-end developer alongside a small team of backend developers working on web applications.

### MAJOR ACCOMPLISHMENTS

- Getting to define what the front-end tech stack looked like for the fresh rebuild of Easybook Training. This included **VueJS**, **Typescript**, **SCSS**, **Tailwind** and **Daisy UI**.
- Solely responsible for all front-end development including building out over 20 custom pages with logic and a huge range of custom components.
- Further developed my understanding on Typescript.

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*Justin possesses a deep understanding of frontend technologies, which he adeptly applies to create visually stunning and highly functional user interfaces.*

*His ability to translate design concepts into seamless user experiences is truly remarkable.*

*Moreover, Justin is a proactive problem solver who thrives in fast-paced environments. He consistently delivered high-quality work under tight deadlines, showcasing his strong work ethic and commitment to excellence. Justin's collaborative nature also makes him an invaluable team player, as he actively contributes ideas and provides support to his colleagues.*

*Beyond his technical expertise, Justin's excellent communication skills and positive attitude greatly enhance his effectiveness as a developer. He is always willing to go the extra mile to ensure project success and client satisfaction.*

Ben Tiffin  
Founder, WebScript Designs

**COMPANY:** HOLOGRAPH DIGITAL  
**POSITION:** FRONT-END DEVELOPER & DESIGNER  
**DURATION:** OCT 2019 - JULY 2023

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

**KEY RESPONSIBILITIES**

- Designed, developed, and refined our core suite of applications, including our CMS, Page Editor, Customer CRM software, E-commerce platform, Form Builder, and Face Tracking Point of Sale Screens
- Collaborated closely with both the design and development teams, integrating both 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**

**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.
- Conceptualised 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

**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.

**MAJOR ACCOMPLISHMENTS**

- Transformed our site's core CSS into an SCSS framework, resulting in improved design consistency and easier maintenance.
- Reduced CSS footprint to over 50% and implemented other page loading optimisations.
- Worked on and delivered complete site redesign on the front-end, leasing with all stakeholders.

**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

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

Design and styling of various white label dating sites.

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

Concept design and front end development of a Smirnoff customer landing page

**COMPANY:** THE GROUP  
**POSITION:** CONTRACT  
**DURATION:** 2 MONTHS (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:** 4 WEEKS (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

**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' and 'Scrapheap Challenge'

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

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