



Front End & Email Developer

About me

I'm a Front End Developer, based in Wakefield, West Yorkshire. I graduated from the University of Huddersfield in 2012 with a BSc (Hons) in Web Technologies. I currently have over 8 years experience in the web industry and my passion lies in building creative, user-friendly websites and email marketing campaigns. I've worked with some very well-known brands and have produced websites, landing pages, HTML5 Banner ads and emails for clients such as Asda, WorldPay, JML, Hermes, Halfords, Greggs, Virgin Active, Pets at Home, Iams, Vitality and nPower. My strengths lie in email marketing and I'm proud of the fact that I can build emails that display great across all of the major email platforms and devices.

I'm hard-working and passionate about what I do and I always put in maximum effort to ensure that the work that I produce is the best it can be. I'm not afraid of a challenge and like stuck in with a project. I believe that I'm easy-going and good to get along with.

In my spare time, I like to spend time with my Husband, our 2 children and our Border Terrier, Holly. I like to draw, listen to a mixture of music, watch Horror movies, and finally, I love to bake!

Work Experience

CreativeRace > Front End Developer - August 2015 - Present

My role at CreativeRace involves building great user-friendly websites, creating suites of HTML 5 banner advertisements and building HTML email campaigns. Throughout my time here, I have gained experience with Wordpress as well as some popular plugins such as Advances Custom Fields, SASS, GIT version control (I can use SourceTree, but I prefer to use command line), and GULP.

Force24 > Front End Manager - November 2014 - August 2015

As my role at Force24 progressed, I became Front End Manager, which meant that I had to manage the team, ensure all output was to a high standard, and manage Account Manager & Client's expectations as well as continuing to build myself.

Force24 > Front End Developer - March 2013 - November 2014

This role required me to take a flat design from a PSD and turn it into a well-built campaign that was compliant across the different email browsers and devices. This also involved building the associated landing pages or website for the campaign.

The Design Mechanics > Web Developer - May 2012 - March 2013

My role at TDM was to build client websites, developing them upon various content management systems, such as Wordpress, Magento and a custom content management system built by TDM. As well as building websites, I was also responsible for the maintenance of several existing websites and email campaigns.

adigi > Junior Web Developer - August 2010 - February 2011

During my time at adigi, I completed a number of web-related tasks. These included building websites based on Wordpress. I also carried out some design work. Working for adigi helped me gain valuable experience in the web industry as I was still at University.

07447022802

kathleenmrasmith@gmail.com

linkedin.com/in/kathleenmrasmith

Kathleen Smith

Skills

Responsive Email Development

HTML & CSS

SASS

PHP / Wordpress

JavaScript / jQuery

Version Control (GIT - command line)

GULP

Tools

Adobe Photoshop

Adobe Illustrator

Adobe XD

Microsoft Office

Visual Studio

PHP Storm

Atom

Sublime Text

Google Web Designer

SourceTree

Education

University of Huddersfield

BSc (Hons) Web Technologies

Hyde Clarendon Sixth Form College

BTEC National Diploma in Software Development

Diploma in Digital Applications

Adult Literacy Level 2 Literacy (Grade C Equivalent GCSE English)

GCSE Mathematics - Grade C