

Obsessively thorough web development, with HTML5, CSS3, jQuery and WordPress.

I'm Michael, a passionate frontend web developer living in London.
I care about coupling great functionality with brilliant design.

PROFESSIONAL TIMELINE

Contractor

Dec 2013 - Present

Working as a contract frontend developer for various clients and agencies around London, such as: Native, Somo, Spark44, Parallel, Giant Digital and Effektiv.

Parallel

Oct 2013 - Dec 2013

Management of legacy projects, as well as building new digital projects; from responsive and adaptive mobile-friendly content managed websites to HTML email campaigns.

Branch

Jul 2011 - Oct 2013

WordPress orientated web development, working closely with the design team on several large scale projects, from content management, multi-lingual and ecommerce.

Structure

Jan 2009 - Jul 2009

In-house web designer and developer, working with and as part of the design team to launch new websites, content managed on the proprietry SiteKit CMS.

Blue Claw

Jun 2008 - Dec 2008

Short-term contract requiring me to enact and develop SEO strategies, via best practice recommendations and on-site HTML/CSS changes; improving search engine visibility, in addition to monitoring on-going PPC and link building campaigns.

Chapter Eight

Mar 2006 - Jun 2008

Designing and building content managed ecommerce driven websites with a strong focus on search engine visibility, usability and dynamic design.

University of Leeds

Sep 2003 – Mar 2006

BA Communications & New Media.

CONTRACTOR ROLES

Egelnick and Webb

Sep 2014

Responsible for building a new website for the Adelphi building. Content managed on WordPress, with a fully responsive, mobile-first approach.

Native

Jul 2014 - Aug 2014

Native had built themselves a new website from an off the shelf theme, but it lacked the features and performance they required. I advised on a better approach and built them a new, single page theme from scratch, using WordPress. The design was very image-heavy, so many steps were taken in order to maximise the optimisation; lazy loading, compression, reduction in requests and using multiple CDN's.

Parallel

Jun 2014 - Jul 2014

Acting as both consultant and developer, I helped guide and deliver several projects for this new branding and design agency startup, based in East London.

My role also required my development skills for maintaining and bug fixing inherited, legacy websites.

Spark44

Jun 2014

Spark44 are Jaguars home-grown design and development agency, responsible for all digital. I worked on a short contract to produce several HTML5 and CSS transition based web-ads, as alternatives to older Flash based banners that failed to work on iPads.

Somo

Dec 2013 - Jun 2014

I was responsible for leading the frontend development on a new, Magento powered website for De Beers. Working closely with backend developers, we delivered a project on time and to budget, that will serve traffic spiking into the millions. My time at Somo also included work on several projects under strict NDA and The Official Secrets Act.

SKILLS & EXPERTISE

What I've used, know and love...

Tools, software, languages, frameworks
HTML5, CSS3 / SCSS, jQuery, Grunt / Gulp, Sublime
Text, Git (SourceTree), Bourbon / Neat, Zurb
Foundation, Bootstrap, WordPress, Responsive Design,
Adobe CC, W3C Web standards, Modernizr, JSON,
Cross-browser development, mobile first approach.

What I'm learning right now...

Tools, software, languages, frameworks Ruby on Rails, AngularJS.

SELECTED PROJECTS

I have selected a few key projects in my portfolio. This is not a complete list and I am always happy to discuss anything in more detail if required.

Native

native.com

Parallel

smithstonewalters.com studioparallel.co.uk bretttaylorgolf.com

Somo

debeers.com momentsinlight.co.uk

Giant Digital

gigwise.com entertainmentwise.com

Branch

onsidesportsagency.com beggarsrun.com thegraphicaltree.com

Personal Clients

thisistrev.com meetthejoneses.co.uk garcialau.com

CONTACT DETAILS

About me



I'm a friendly and focused frontend developer, originially from a design background. I'm always eager to learn new things in this fast-paced industry, with the aim to improve productivity, speed and quality. I'm currently working on my own side-project to acquire and explore new avenues and approaches, to real-world problems.

Say hello

w. michaelpumo.com

e. hello@michaelpumo.com

t. 0788 525 6968