

# MIKE SMITH

Designer / Developer

E: hello@mikesmithdesign.co.uk

W: mikesmithdesign.co.uk

T: +44 (0) 7539 320308

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## SKILLS

### Professional

- Project management and creative direction
- Client relations and business development
- Project scoping and financial management
- Technical consultation and strategy

### Technical

- Web design and development
- Custom WordPress theme and plugin development
- E-commerce implementation and customisation
- Performance optimisation and SEO
- Server administration and DNS management

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## TECHNOLOGIES

- HTML and CSS/SCSS
- JavaScript (React/Svelte)
- WordPress, WooCommerce, Shopify
- Figma and Adobe Creative Suite
- GSAP and CSS Animation
- PHP (intermediate)

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## PERSONAL PROFILE

I'm a hybrid designer and developer who bridges creative vision and technical execution. Since 2018, I've built a specialised freelance practice that serves startups through to high-profile clients, with over 10 years of experience across branding, digital design and web development. I design and build end-to-end digital solutions, eliminating handover issues while ensuring precise creative execution and delivering solutions that drive business results.

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## SELECT FREELANCE ROLES

### Mike Smith Design

Director / London / 2012 - Present

I work directly with end clients and support creative agencies with development needs, delivering everything from complete digital launches for emerging brands to complex web applications for established companies like Amazon, Channel 4 and Pfizer. My expertise centres on front-end development and web design, allowing me to handle both the creative vision and technical implementation of digital projects.

### Brave New World

Digital Designer / London / Mar - Apr 2023

Design lead for Diageo brand Justerini & Brooks' website rebuild, coordinating between creative stakeholders and technical partners. Translated complex visual concepts into workable specifications while managing multiple approval stages and ensuring brand standards were maintained throughout development.

### Cygnus

Web Developer / Remote / May - Jul 2021

Lead developer on Bletchley Park website rebuild. Translated complex design specifications into a modular WordPress solution with custom content blocks, enabling non-technical editors to manage varied content while maintaining design standards and performance requirements.

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## EDUCATION

### Arts University Bournemouth

BA (Hons) Graphic Design  
(First Class)

### University for the Creative Arts

Foundation Diploma in Art  
and Design

### Oakwood Park Grammar School

A-levels in Media Studies,  
English Literature and Graphic  
Design plus 11 GCSEs

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## RECOGNITION

### CSS Design Awards

Special Design Kudos

### CSS Awards

Nominee

### One Page Love

Honorable Website

### Hiive

Remix Competition Winner

## FREELANCE CONT.

### Little Black Book

Designer and Developer / London / 2019 - 2022

Multi-year partnership with a global advertising publication, evolving from design support to full-stack development. Built a custom React.js web application for email signature creation deployed across their member base, developed new website sections with social media-style profiles and content curation tools, plus ongoing support with marketing materials and campaigns.

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## PERMANENT ROLES

### Sears Davies

Designer & Developer / London / Aug 2015 - Sep 2018

3+ year tenure with London-based agency serving high-profile clients including Manchester United Football Club, Aviva, and Barclays. Started as part of a close-knit design team focused on front-end web development and evolved into a senior role managing complete project lifecycles from concept through delivery. Responsibilities expanded beyond design execution to include client training, project budgeting, and technical consultation during business development meetings.

The role provided comprehensive experience across web development, brand identity, and digital campaigns while contributing to several award-winning projects that established the foundation for my subsequent freelance practice.

### VoIP Unlimited

In-House Designer / Bournemouth / May - Aug 2015

3 month placement with market-leading telecommunications company immediately following graduation, serving as sole in-house designer supporting developers and marketing teams. The role provided essential early career experience transitioning from academic work to professional design practice, ranging from corporate brand guidelines to user interface design for customer-facing web applications.