

# Emil Smith

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I've spent the last fifteen years working in design, engineering, and specialist leadership, delivering projects for brands such as Google, eBay, Sony, Nokia, Virgin, and Tinder, as well as a long stint in the publishing industry.

My approach is holistic; I focus on goals, systems, and processes to solve problems in ways that are efficient, sustainable, and scalable. I have a track record of leading both creative and technical decisions that have transformed products. My expertise ranges from creative agency work (design and front-end development for high-profile websites and ad campaigns) to design systems, user research, and front end engineering.

## Experience

### Newsquest | Head of Digital Design

#### March 2021–Present

- Grew the design team from two to six members
- Implemented new processes for communication and collaboration between design and development teams, improving productivity
- Product ownership of the core experience of a portfolio of over 200 local news titles and subscription marketing tools
- Built, scaled and iterated on a from-scratch design system capable of servicing the full portfolio local news titles
- Led user research initiatives, tooling, and operations, making data-driven design decisions to improve a range of metrics

### NewsNow | Creative Tech Lead

#### Feb 2019 – Feb 2021

- Led the product's largest redesign in its 24-year history, reporting directly to CEO and COO
- Undertook the company's first-ever user-research initiative, informing product decisions
- Managed a small design team and worked within the dev team on front-end development, tooling, and infrastructure/stack
- Led both design and engineering decisions on the core product, backed by quantitative and qualitative data, user research, and competitor analysis

## BPL Marketing | Designer & Developer

**Jul 2015 – Feb 2019**

- Developed design systems for core clients, reinforcing client relationships and bolstering their products
- Initiated the formation of BPL Web, the agency's first in-house web development team
- Defined and informed devOps, designOps, and project management processes
- Managed and mentored junior designers on web projects

## Twotwentyseven | Designer & Developer

**Jun 2013 – Jul 2015**

- Worked in a small, fast-paced team on web design, front-end development, and bespoke Shopify eCommerce sites
- Contributed to company coding standards and best practices

## Amobee | Digital Designer

**Jul 2012 – Jul 2013**

- Designed mobile display ads and rich media for global campaigns, responsive designs, custom mobile websites/landing pages, and HTML5 animated banners
- Renovated existing processes with more efficient methods by using scripts to automate tasks that previously took hundreds of work hours to complete

## Education

UAL, London | Digital Media Design BA(Hons)

2009 – 2012

## Skills

**Technical Skills:** UI/UX Design & Research, Front-End Web Development, HTML5, CSS3, SCSS, JS (OO/functional, ES6+), Vue.js (SSR, Vuex), React, Git, Go, Python

**Design Tools:** Adobe CC, Figma, Sketch, InVision Studio

**Soft Skills:** Project/Product Management, Leadership, Linear Media Design

## Interests

Outside of work, I enjoy art, music, and spending time with my family. I am a passionate electronic musician, and I volunteer at a youth charity where I run a community music studio once a week. I'm also an advocate for data privacy and AI ethics.