Professional Summary of Michelle Duncalf

Results-driven and detail-oriented Front-End Web Developer with a degree in Interactive Multimedia, who has a passion for creating immersive and dynamic content. Demonstrated proficiency in front-end development, skilled at seamlessly integrating with CMS systems, including custom solutions, WordPress, and Shopify.

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Key Skills

- **Front-End Development:** Proficient in crafting interactive and visually appealing responsive websites with a focus on cross-browser compatibility.
- **CMS Integration:** Experienced in seamlessly integrating with CMS systems, including bespoke solutions, WordPress, and Shopify.
- **Clean Code Practices:** Utilises CSS Pre-processors to ensure the production of clean and maintainable code.
- **Accessibility Standards**: Ensuring that design & development complies with accessibility standards and guidelines to make digital products usable for people with disabilities.
- **UI & UX Design:** Skilled in optimising user experiences, Knowledge of SEO best practices.
- **Interaction Design:** Defining and designing interactive elements and behaviours within a digital product, such as buttons, forms, menus, animations, and transitions.
- **Full-Service Media:** Offers a comprehensive range of creative media services, encompassing design for products, web, email marketing, branding & identity, graphics, image restoration, and print design.
- **Leadership & Mentorship:** Adept at guiding and training front-end teams.
- **Documentation:** Proficient in creating comprehensive documentation to define team structures and processes. Competent using Microsoft Office Suite.
- **Design Tools:** Figma, Adobe CC: Illustrator, Photoshop, InDesign, XD, Acrobat Pro.
- **Development Tools:** Swiper.JS, LAX.js, AOS.js, GSAP, Visual Studio, GIT, HTML 5, CSS3, LESS/SASS, Bootstrap Framework, JQuery, JavaScript, Azure, ASP.NET/PHP (front-end integration), WordPress, Shopify, Custom Content Management Systems

Professional Experience

Lead Front-end Developer | Venn Digital | Sept 2023 - Present

Front-end Web Development Manager | Venn Digital | Feb 2023 - Sept 2023

- Mentor front-end and design teams, providing guidance and training.
- Proactively monitor web builds, ensuring high-quality code and reducing bug fixing time.
- Contribute to custom CMS maintenance and code development.
- Create comprehensive documentation to define team structures, processes, and workflow.
- Streamline workflows and introduce GIT for efficient collaboration.
- Collaborating with cross-functional teams, including product owners, managers, developers, and stakeholders, throughout the design & development process to align on goals, schedule and budget.

Projects most recently worked on:

Design & Front-end Development: Alchemy Search, Eleven Investments

Front-end Development: Apprentify, Spencer Clarke Group, Armstrong Craven, Charlton Morris, Instinct, Gilbert Meher, JCW Group, JCW Resourcing, Quad Recruitment, Sellick Partnership, Pareto Careers, First Point Group, Amoria Bond, Neemar Search, Focus Cloud

Web Designer / Developer | <u>Venn Digital</u> | Jan 2021 – Jan 2023

- Creating wireframes and prototypes in Figma to visualize and test design concepts, interactions, and user flows before they go into the web-build.
- Translate design concepts from Adobe XD or Figma into well-formatted Semantic Markup (HTML5 and CSS).
- Ensure cross-browser compatibility, consider WCAG 2.1 and implement effective solutions.
- Add interactivity using client-side scripting and JavaScript libraries.
- Design and develop HTML email signatures.

Freelance Designer | <u>Michelle Duncalf Ltd</u> | Feb 2009 -Jan 2021 / Michelle Duncalf | Jan 2022 - Present

- Manage own limited company for over 10 years.
- Design promotional materials, including flyers, posters, leaflets, email footers, letterheads, logo's and branding, business cards and infographics.
- Conduct SEO and managed social media accounts.
- Develop HTML emailers (Campaign Monitor and Mailchimp).

Creative Web-Designer | <u>The Emerson Group</u> | November 2011 – September 2020

- Lead UI/UX design, adhering to Brand guidelines and transforming creative concepts into responsive designs.
- Design interfaces for in-house Content Management Systems and integrate the front-end with asp.net.
- Manage SEO, Google Analytics, and Google Search Console.
- Develop hand-coded HTML emailers.
- Create artwork for online banners, logos, pop-ups, and interactive PDF brochures.

Senior Web Designer | Hallnet Ltd | Dec 2009 - Oct 2011

- Spearheaded the design and development of impactful websites, featuring notable e-commerce ventures such as Zenhair.
- Crafted distinctive logos and print designs that met high standards for diverse businesses and organizations.
- Delivered comprehensive design solutions, extending to email footers, letterheads, and business cards.

Previous Roles

Earlier jobs available on request (1999-2009 - Senior Graphic Designer, Junior Mac operator, Junior Web Designer)

- Leverage over 10 years of design and development experience for a deep understanding of marketing, design principles, and web technologies.
- Contribute to the successful management of diverse workloads across various projects, showcasing versatility and adaptability.

Education & Qualifications

- BA Interactive Multimedia, Staffordshire University (Direct entry to the second year).
- HND Multimedia, Mid-Cheshire College
- BTEC GNVQ Advanced Art & Design, Mid-Cheshire College
- A-Level Art Textiles (C).
- 10 GCSEs, Hartford High School
- A-Level Art General (C) (taken 2 years early).

Interests & Activities

I enjoy travelling, drawing & painting, keeping fit, this often involves chasing my little boy around the garden 😉 I have a full clean driving license and own a car. I'm a non-smoker.