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 Mixins and CSS pre-processors to ensure the production of clean, maintainable and reusable 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, including Loop.
- **Scheduling:** Teamwork for task logging, Float for scheduling.
- **Design Tools:** Figma, Adobe CC: Illustrator, Photoshop, InDesign, XD, Acrobat Pro, Invision, Zeroheight.
- **Development Tools:** Swiper.JS, LAX.js, AOS.js, GSAP, Visual Studio, GIT, HTML 5, CSS3, LESS/SASS, Bootstrap Framework, Browserstack, PageSpeed Insights, JQuery, JavaScript, Azure, .NET/PHP (front-end integration), WordPress, Shopify, Custom Content Management Systems.

Latest Project Contributions

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

Front-end Development: Search5.0, 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, Senitor Recruitment, Mane

Professional Experience

Lead Front-end Developer | <u>Venn Digital</u> | Sept 2023 - Present

Front-end Web Development Manager | <u>Venn Digital</u> | Feb 2023 - Sept 2023

- Mentor front-end and design teams, providing guidance and training.
- Accurately estimate timescales and offer alternative solutions to time-consuming requests.
- Evaluate technical feasibility of UI/UX designs.
- Proactively monitor web builds, ensuring high-quality code and reducing bug fixing time.
- Create reusable components in the CMS leveraging SASS mixins for the Vennture platform (SaaS product).
- Create comprehensive documentation to define team structures, processes, and workflows including introducing GIT version control 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.

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

- Creating wireframes and prototypes in Figma to visualise and test design concepts, interactions, and user flows before they go into the web-build.
- Convert digital 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.
- Implement OG Tags onto websites (Open Graph Protocol)

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 signatures, letterheads, logo's and branding, business cards and infographics.
- Conduct SEO, Implement Google Analytics, and manage social media accounts.
- Develop HTML emailers (Campaign Monitor and Mailchimp).
- Design & Develop websites.

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 .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.
- Delivered comprehensive design solutions, extending to email signatures, 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, including Atomic design methodology 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'm an avid traveler, always seeking new adventures whenever the opportunity arises! Whether it's exploring exotic locations or simply unwinding on a relaxing getaway, I embrace every chance to broaden my horizons.

When I'm not on the move, you'll often find me immersed in my passion for art, with drawing and painting being my creative outlets of choice. Balancing this artistic flair is my commitment to staying active, often fueled by chasing my energetic little boy around our garden – a workout in itself!

Beyond my personal interests, I stay at the forefront of design and web trends, continuously expanding my skill set by diving into the latest front-end development libraries. I frequently utilise resources like freeCodeCamp to refine my craft and stay up-to-date with industry advancements.

On the practical side, I hold a full clean driving license and maintain a smoke-free lifestyle, ensuring both reliability and a healthy environment in all aspects of my life.

I take great pride in being reliable and hardworking, consistently demonstrating my commitment to delivering exceptional results. Whether it's meeting tight deadlines, collaborating effectively with team members, or taking on additional responsibilities, I approach every task with a proactive mindset. I'm known for going above and beyond and even won an award for this while working at Venn.