



Design

Brand identity
Content asset creation
Graphic design
Logo design
Pitch decks
Print collateral
UI/UX

Development

WordPress web development
WordPress plugin development
Languages - HTML, CSS, JS, PHP & JQUERY
Libraries - GSAP, ACF & bootstrap

Tools

Photoshop
Illustrator
Indesign
Adobe Suite
Adobe XD
Figma
Invision/ Trello / Toggl / Slack / Quire
Microsoft office & Google apps
Visual studio code
Git Hub

LinkedIn assesment

HTML: Top 5% of 4.1M people
CSS: Top 5% of 2.1M people
PHP: Top 30% of 890k people
WordPress: Top 30% of 1.3M people

Gal-dem designer & developer | 2022 - Present

- Upgraded and stabilised outdated PHP environments to enhance performance and security.
- Skilfully executed server migration, resolving corruption issues and ensuring seamless transition.
- Designed and implemented new templates to enhance user experience and maintain consistent visual aesthetics.
- Conducted general maintenance tasks to ensure system integrity, including software updates, security patches, and routine upkeep.

Love circular UI/UX instructor | 2022

- Facilitated engaging and informative weekly workshops, delivering impactful educational content.
- Provided valuable feedback and guidance by reviewing student case studies, promoting critical thinking and problem-solving skills.
- Ensured accurate tracking of student progress by maintaining comprehensive progress logs, enabling effective monitoring and personalised support.

Accelerate Agency Lead designer | 2020 - 2021

- Spearheaded the redesign of the company website, creating an enhanced user experience and modern aesthetic.
- Collaborating closely with external companies, serving as a representative for our company by creating design assets to deliver impactful results.

- Developed and implemented a compelling brand identity to establish a strong market presence.

KWMC Designer | 2019 - Present

- Successfully designed and developed multiple websites, showcasing expertise in creating visually appealing and user-friendly online platforms.
- Demonstrated leadership as a lead designer, overseeing design projects from concept to execution, ensuring high-quality deliverables and team collaboration.
- Acted as a client liaison, effectively communicating and understanding client requirements, providing exceptional customer service and fostering long-term relationships.
- Utilised design skills to create compelling branding materials, including brochures and logos, effectively capturing the essence of clients' brands and conveying their unique identity.

Reaal Studio Designer & developer | 2018 - Present

- Demonstrated expertise in designing and developing multiple impactful websites, employing a user-centric approach and staying abreast of industry best practices.
- Led design efforts as a lead designer, guiding and collaborating with cross-functional teams to deliver exceptional digital experiences.
- Created comprehensive design systems, establishing consistent visual language, components, and guidelines to streamline development processes and maintain brand cohesiveness across projects.

Mica Whitcliffe

Open to: Remote, Part-time/
Temporary/Contract roles as a Digital
Designer/Developer

UI/UX designer
Wordpress developer
Graphic design background

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