

Work history

Founder (02/2017 — Present)

EL SAMPO Digital

"Front End Fixer - UX/UI design and development"

Most of my freelance work is UX/UI design. Clients range from enterprises to small and medium agencies. Latest work:

- Complete website builds from Figma/Adobe XD to Wordpress
- Creating website and app wireframes with Figma
- ReactJS components
- Refactoring existing HTML/CSS to match new requirements
- Headless-website builds using Wordpress JSON API and React.js

UI/UX design:

- Figma
- Adobe Illustrator
- Adobe XD
- Affinity Designer

Front end:

- HTML
- SCSS/CSS
- Javascript
- ReactJS
- React Native/Expo
- jQuery
- Twitter Bootstrap
- FontAwesome
- THREE.js

Others:

- Google Tag Manager/Analytics
- Search console
- Shopify JS SDK
- Git
- Hotjar
- Charles Proxy

CMS / Backend:

- Wordpress
- Django/Mezzanine
- Understanding of PHP/MySQL

Senior Web Designer and Front End Developer (04/2014 – 08/2016)

Rexel (UK) Ltd, London, United Kingdom

"Rexel is a world leader in the distributions of products and services for the world of energy. Rexel operates in 35 countries with 2100 branches, a distribution network of more than 40 banners and 28000 employees."

Designing websites, user interfaces, icons and banners with Adobe's Illustrator and Photoshop.

Front end development in Java environment for Hybris and Magnolia platforms.

SASS/Compass for CSS.

Vanilla JS and jQuery scripting.

Version control with Git and SVN.

Maintaining front end styling and scripts up to 8 eCommerce sites plus their development and staging servers. All these websites come with two different content management systems so each website on each server has practically all the CSS & JS files doubled. My main responsibility was to make all these static desktop sites to fully responsive for all different devices supervising the process all the way through.

Created icon, html-element and grid CSS-libraries for keeping everything in sync. Frequent Javascript and jQuery-plugin tasks.

Working in multicultural environment and participating conference calls with people working on the same projects in various locations. Tasks often require adjusting to different technical limitations due to complex software architecture.

Worked closely with marketing team, line managers and SEO specialists in fine-tuning website design and structure.

In a nutshell: 40% CSS/SCSS, 20% HTML, 20% Illustrator, 20% Javascript.

Front End Developer/Designer (01/2014 – 03/2014)

Win Technologies, London, United Kingdom

Design work with Adobe's Illustrator, Photoshop & Fireworks.

Working in a SCRUM team.

Visual Studio used as the main coding software.

TFS (Team Foundation Server for version control)

IIS development environment

Basic level Angular.js

SASS/Compass for CSS

Front End Developer (08/2013 — 10/2013)

Vitamin London LTD, London, United Kingdom

Front end developer in a fully digital agency. Handling large amounts of data in JSON format using jQuery and Backbone.js.

Guiding design team to approach projects from responsive design point of view. Customising WordPress themes, rewriting existing Javascript Building responsive websites HTML5, CSS/CSS3, Javascript (jQuery), Twitter bootstrap and Backbone.js.

Building style guides (HTML&CSS) and assigning HTML/CSS/Javascript tasks to contractors. Evaluating and implementing these code blocks and elements to main project. Attending meetings with clients, giving them better understanding of responsive web build for multiple platforms and devices.

Senior Developer (04/2012 — 08/2013)

The Minimart LTD, London, United Kingdom

A senior developer part of a small web development team in an advertising agency. Mainly doing front end development for clients like Rubicon, Switzerland Tourism, Maximuscle, Tropical Sun, Sue Ryder and Sudocrem.

Working closely with designers and creative team to build visually and functionally attracting animations and user experiences (jQuery, CSS3, HTML5, Flash, Actionscript). Responsive websites using Boilerplate, Foundation (versions 3 and 4), Twitter Bootstrap or created from scratch with "mobile first and up" approach in mind. Using ExpressionEngine as main back end platform. Development phases and version control handled with Git-Hub.

Using multiple APIs (Twitter, Facebook, Youtube, Vimeo, Broadbean) to add dynamic content to web sites.

Building company emailers and banners for online campaigns with Flash (AS2/AS3) via Doubleclick Studio and MediaMind.

Hosting server set ups with WebHost Manager (WHM) and cPanel in LAMP environment.

Designing icons, additional content and pages following brand guidelines or graphics made by designers.

Built a real time stand-alone visual 3D presentation tool of global transactions for Investec Bank using Javascript (WebGL, jQuery), HTML5, CSS3, PHP and MySQL. Provided off and on site support for their tech team on installing and using the tool.

Completed an eight day 3D animation and modeling Cinema 4D course at Academy Class.

Using daily Adobe Creative Suite (Dreamweaver, Flash, Illustrator).

Web designer (06/2011 — 04/2012)

FlixMedia LTD, London, United Kingdom

Web design, front end and user interface planning and coding, template designs for XML-feeds, product pages, Amazon+ content, minisites for HP, Samsung, Microsoft, Philips, Plantronics, TomTom and other global brands.

Attended company meetings and worked closely with CEO, marketing team and programmers to build template systems, user interfaces, intranet and product pages.

Developed and amended dynamic Javascript based product pages that can be implemented to third party websites and content is automatically updated from database.

Client-side scripts and interfaces built mainly using XHTML, HTML5, CSS3 and Javascript (AJAX, jQuery, Script.aculo.us, Mootools) and Flash (Actionscript 3).

Illustrations for products and video.

Preparing blueprints, wireframes and walkthroughs for web projects.

Scheduling and budgeting projects. Ensuring that codes are triple checked and follow W3C guidelines before going live.

Solving browser compatibility issues (BrowserCam) and making sure content is accessible with different devices.

Using daily Adobe Creative Suite (Illustrator, Dreamweaver, Flash, Photoshop).

Founder (02/2007 — 2011/05)

The Samp Designs, Finland, Spain and United Kingdom

Freelance web development, graphic and web design. Covering all areas of web design and development; back end, front end coding, typography, lay-out and illustrations. PHP, MySQL, Javascript (AJAX, jQuery, Script.aculo.us, Mootools), (X)HTML, CSS, Actionscript3 and 3D Libraries, Adobe Creative Suite (Illustrator, Photoshop, Dreamweaver, Flash).

Installing, upgrading and customising various different publishing and e-commerce platforms and coding add-ons, modules and components to these. Also using my own Content Management System.

Working directly with clients, guiding them through web site building process and key areas. Helping them to prioritise navigation, make content optimised for search engines and semantic. Designing minisites and campaign pages including back end database and PHP codes. Graphics, design elements and banners using Illustrator, Flash and Photoshop. Static and animated logo designs.

"The Samp designs Websites, Graphics, 3D for web. Over 10 years experience in webdesign. Key strategy is to build individual, highly customized websites that will give an enjoyable user experience with screenful of wow-factor."

Web & Graphic designer (02/2006 — 09/2007)

Mattiman Oy / MLC Helsinki Oy / Profiler.fi, Finland

All areas of web design and development: Back end, front end and design. PHP, MySQL, Javascript (AJAX, jQuery, Script.aculo.us, Mootools), (X)HTML, CSS.

Graphic design, photography and photoediting.

Adobe Creative Suite (Illustrator, Photoshop, Dreamweaver, Flash).

Webdesign, webmaster; Maintaining and updating company's website and campaign minisites. Working closely with CEO to create new campaigns, marketing material, new approaches and ideas for online and print.

E-commerce; Building, updating and maintaining online shops for numerous clients for example Eurovision song contest 2007, Moomin land, Kekkilä, Kaksplus magazine, ERÄ magazine, Nuori Suomi ry, Plan, Lasten klinikkan Kummit, SF-Caravan, Pardia.

Lay-out, graphics and content created working with marketing department and following client feedback and guidelines. Used own built e-commerce software as a platform for all shops.

Graphic & logo design; Creating marketing material for online shops built, maintained and hosted by Profiler.fi. Creating logos and presentation material for new products, advertisements for online and print.

Product materials: Human and product photography, image manipulations and corrections. Adding branding and logos to imagery.

Webdesigner/developer (06/2002 — 01/2003, 04/2004 — 09/2004)

Maison de Quartier Oy, Finland

Planning and coding French learning systems in a multilingual environment. Building educational quizzes and games using Flash (AS2/3).

Content management and database work with multiple character systems (European, Scandinavian, Korean) and languages.

Updating and maintaining website and online shop.

PHP, MySQL, Javascript (AJAX, jQuery, Script.aculo.us, Mootools), (X)HTML, CSS, Adobe Creative Suite (Illustrator, Photoshop, Dreamweaver, Flash).

Web & Graphic designer, part time, client (01/2000 — 2011)

Naistenkaupunki markkinointi- ja kustannus Oy, Finland

Maintaining, coding, updating, wire-framing, building database and upgrading their main website which contained contact information, ads and special discount codes of hundreds of companies.

Planning and designing campaign pages, minisites, newsletters and banners using Photoshop, Dreamweaver, HomeSite and Flash.

Designing ads for various companies for print (Photoshop, InDesign, Freehand, Illustrator). Designing, scripting, and back end coding campaign pages and newsletters.

Installing CMS's, newsletter systems and Forum softwares.

Installing and monitoring tracking systems (Google, TradeTracker, Euroads, TradeDoubler).

Multiple shorter (2-6 months) periods between 2000 and 2005, and they have been my main client ever since. PHP, MySQL, Javascript (AJAX, jQuery, Script.aculo.us, Mootools), (X)HTML, CSS, Adobe Creative Suite (Illustrator, Photoshop, Dreamweaver, Flash).