

Joanna Wild-Bridges

Frontend Developer · UX Designer · Writer

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Profile

I'm a curious, creative problem-solver who has spent over a decade building things for the web — and an equal amount of time telling stories about the world around me. My career sits at a satisfying crossroads of frontend development, thoughtful UX design and engaging writing, and I thrive in roles that let me draw on all three.

I hold a BSc (Hons) Degree in Computing & IT from the Open University, a Diploma in Travel Writing & Photography from the British College of Journalism is on the cards, and ten years of hands-on experience building accessible, user-centred interfaces in the financial and software sectors. Whether I'm refactoring a client website, sketching out a user flow in Adobe XD or drafting a travel feature, I bring the same attention to detail and care for the reader — or user — at the other end.

I'm now looking for a role that values both sides of that coin: the technical craft and the human story.

Key Skills

Frontend Development: HTML, CSS, JavaScript — used professionally for 10+ years; responsive, accessible, standards-compliant code

UX & Design: Adobe XD, wireframing, user-flow mapping, accessibility auditing, cross-team collaboration on design systems. Figma and Canva used in both preparing and working-from designs.

Writing & Editorial: Travel writing, feature articles, web copy, content strategy; Diploma-level training in travel writing and photography

Design Software: Adobe Creative Suite (Photoshop, XD, Lightroom) — daily use for image editing and web assets. Have done courses in InDesign and adding to my collection by doing a course in Illustrator.

CMS & No-code: Umbraco, WordPress (including Elementor); comfortable bridging dev and non-dev workflows

Analytics: Google Analytics, web traffic reporting, insight presentations for management

Ways of Working: Comfortable working across teams; combined a full-time degree with full-time employment and freelance projects, also been involved within Agile working.

Work Experience

Customer Interface Specialist | NAVEX

Nov 2019 – Mar 2026

Building and maintaining client-facing websites at scale — blending frontend craft with clear, considered UX thinking:

- Designed and built client websites to brief, either from scratch or adapting in-house templates — applying UX best practices to every layout decision
- Led content and branding updates across hundreds of live sites, ensuring visual consistency, readability and accessibility throughout
- Contributed to a cross-functional team of 7 tasked with integrating 6,500+ legacy customers to Salesforce, reducing inter-team miscommunication errors
- Diagnosed and resolved frontend bugs and console errors, drawing on deep knowledge of HTML, CSS, JavaScript and in-house tooling
- Participated in company-wide and internal hackathons, bringing a design-and-writing perspective to rapid prototyping challenges

Digital Analyst & Junior Frontend Developer | James Hay

Apr 2015 – Nov 2019

A formative role where UX, accessibility and data insight came together:

- Designed and built new web pages with a focus on accessibility and a consistently good experience across all devices — desktop, tablet and mobile

- Worked closely with business stakeholders across multiple teams to understand user needs and translate them into clear, compliant web solutions
- Contributed to the ground-up redesign and build of a new company website, shaping both its architecture and its visual language
- Used Google Analytics to monitor traffic patterns, produce management reports and surface actionable insights

Administrator | James Hay

Aug 2013 – Apr 2015

Worked within the Investment Centre on daily settlement, database management and trading support — developing precision, analytical habits and a thorough understanding of regulated financial environments.

Data & Systems Administrator | Capita

Mar 2012 – Aug 2013

Created and maintained daily XML data files uploaded to the Elixir pensions system (thousands of private pension plans), researching and resolving discrepancies to protect clients from financial disadvantage.

Customer Service Technician | Flextronics

Nov 2010 – Nov 2011

Managed the day-to-day operation of a retail computer service department: supervising technicians, controlling inventory, diagnosing and repairing hardware and software.

IT Support & Accounts Assistant | Tech Ltd

Nov 2005 – Oct 2007

Supported engineers with IT needs, set up accounts, managed invoicing via Sage, and handled procurement and communications.

Writing & Creative Work

Writing has run alongside my tech career for years — from photography essays and travel features to web copy and long-form articles. I am due to complete a Diploma in Travel Writing & Photography with the British College of Journalism in May/June 2026, and I regularly write about travel, nature and my other adventures.

I bring the same instincts I use in UX work to writing: Who is the reader? What do they need to feel, understand, or do? Good content and good design ask the same questions.

Education & Qualifications

Diploma in Travel Writing & Photography | British College of Journalism

June 2026

BSc (Hons) Computing & IT — Upper Second Class | Open University

Jul 2022

Level 3 NVQ Accounts & Bookkeeping | BPP Online

2008

Diploma in Computerised Bookkeeping | Salisbury College

2002

Continuous Learning

iPhone Photography, Video & Instagram Academies [2025] · Drone Mastery [2025] · Lightroom Essentials [2024] · Web Design & VS Code Essentials [2024] · Google Squared Online [2015]

Beyond Work

Committee member of my local astronomy club. Avid photographer, hiker and swimmer. I've cycled London–Paris for charity, abseiled 160ft down a folly tower and completed the MacMillan Mighty Hike — I find that the same spirit that takes you up a hill tends to come in handy at a deadline.