Luke Simpson

07305 420723 | lukesimo7@yahoo.com | https://github.com/lukesimo7 | [Portfolio](#)

Front-End Web Developer: with strong technical skills in Python, Java, JavaScript, and CSS, developed through both academic and personal projects. Passionate about problem-solving and user-centered design, I thrive on learning new tools and tackling creative challenges. My recent work with the Newcastle University Students' Union has deepened my interest in digital design and web development, and I'm now eager to take on a new challenge where I can continue growing and contributing to impactful, user-focused digital experiences. I have strong PHP fundamentals and experience building production web systems. Comfortable working with custom frameworks, APIs, and data-driven features, with a strong interest in developing within Laravel and modern backend tooling. Fast learner with a product-focused mindset.

Education

Newcastle University   BSc Computer Science 2:1   2022-25

St John's Sixth Form   Computer Science (B), Geography(B), Product Design (B)   2020-22

Technical Skills   -

- Python
- TypeScript
- Next/Nuxt.j
- React/Vue
- MySQL
- Umbraco CMS
- PHP

- Figma
- Adobe XD
- Sketch
- inVision
- JavaScript ⬚
- Git, GitHub Actions, GitLab
- CI/CD

- Agile Software Development Cycle,
- HTML, HTML5, CSS, CSS3
- Restful API's

Experience

Digital & Front-End Web Developer, Newcastle University Students' Union   July 25 - Present

Design and maintain large-scale sections of the Students' Union website, working within a PHP-based CMS to deliver reliable, data-driven features. Enhance accessibility, usability, and performance while maintaining brand consistency across key areas including the Support & Advice Hub, Volunteering, and Discover Newcastle. Collaborate closely with product, design, and content teams to deliver scalable, student-focused digital experiences and take ownership of features from development through to release. https://nusu.co.uk/

Transferable Skills:

UI/UX Design • HTML • CSS • JavaScript • React • API Integration. • Accessibility • Collaboration.

- *PHP was used alongside HTML, CSS and JS to maintain and update live Websites*

Looking Ahead:

Now seeking a new challenge to apply and expand my creative and technical expertise within a fast-paced, innovative digital environment.

Back Of House, Nando's, Newcastle   April '23 - June '25

Work within a team to produce high-quality food following Nando's strict food quality, maintain high standards of cleanliness, and comply with food safety and health protocols.

Transferable Skills:

Attention to Detail: Ensured precision in food preparation and presentation.

Time Management: Managed multiple tasks effectively.

Teamwork and Communication: clear communication and cooperative *problem-solving* in a fast-paced environment

Customer Service Assistant, Asda, Bishop Auckland   March '21 - Jan '22

Served customers face-to-face whether at the checkout or helping them with various queries. Ensured the store was clean and shelves were well stocked.

Transferable Skills:

  Customer Service: Delivered high-quality service and addressed customer needs.

  Communication: Interact effectively with customers and team members.

  Adaptability: Adjusted to changing customer demands and store priorities.

Projects & Certificates

University Dissertation   Jan - May '25

For my final-year dissertation, I led a human-centered UX research project focused on redesigning sleep tracking applications by addressing key usability and personalization issues found in popular apps like Oura and Sleep Cycle. I conducted surveys with 52 participants and user interviews to inform the creation of detailed personas, journey maps, and both functional and non-functional requirements. Using Figma, I designed a high-fidelity prototype named *Nest* that integrated the strengths of existing apps while introducing new features such as adaptive feedback, customizable alarms, and simplified onboarding. The design was guided by established HCI principles—including Schneiderman's Golden Rules, Miller's Law, Hicks' Law, and Fitts' Law—to ensure an intuitive and low-friction user experience. I evaluated the prototype through comparative analysis, heuristic review, and think-aloud walkthroughs, demonstrating clear improvements in engagement, clarity, and feedback over the original applications.

Art Website   April - June '25

I designed and developed the **Bishop Auckland Art Nostalgia** website to support and showcase my father's painting hobby. The site includes a responsive gallery, custom commission request form, contact integration, and a user-friendly interface highlighting local art and community engagement. I implemented form handling using Google Sheets and enhanced the experience with visual storytelling, payment icons, and accessibility features. This project demonstrates my skills in UI/UX design, front-end development, and building purpose-driven digital experiences.

https://bishopaucklandartnostalgia.com/

University UX design Project   Sep - Dec '24

Designed an interactive and collaborative UX storyboarding tool for UX designers, HCI practitioners, and students. The tool supports small groups in collaborating online to create and revise storyboards for imagining future systems or explaining existing ones. It incorporates pre-prepared and customizable libraries of templates and assets (icons, devices, actions, etc.), focusing on ideation, creation, and sharing. The design was inspired by collaborative platforms like Google Docs but tailored for storyboarding, ensuring efficient creation, editing, and sharing features for group collaboration. I utilized **Figma** for prototyping and UI design, incorporating elements like colour palettes, typography, and iconography for a cohesive user experience. To understand user needs and pain points, I conducted **user research** through interviews and usability testing and applied **HTA (Hierarchical Task Analysis)** to break down tasks and optimize user workflows. I employed **evaluation techniques** such as usability testing and heuristic evaluations to gather feedback, iterate on the design, and refine its functionality. Throughout the project, I worked closely with team members, utilizing **wireframing**, **prototyping**, and **visual design** principles to create an intuitive, user-centered product.

University Project - Lottery Web App   Nov – Dec'23.

Extended an existing lottery app by implementing security paradigms. Added error handling for 400, 403, 404, 500, and 503 errors with custom landing pages. Developed user registration, login, and account editing features, utilizing SQL for database interactions. Implemented user authorization to restrict admin-only access, introduced encryption for secure data storage, and maintained logs of user activity. Secured data transmission using the HTTPS protocol and added security headers to enable reCaptcha 2FA and JavaScript functionality.

Version Control and Project Development

For the Auction Company Reporting System project, I implemented version control using GIT, ensuring clear commit messages and a transparent development history. I developed a gitignore file to secure sensitive project configuration data and established a systematic lot numbering system to efficiently track items and maintain accurate sales records.