milesthorp.com
hello@milesthorp.com

Senior creative engineer helping MedComms agencies deliver award winning digital experiences.

Senior Creative Engineer with 20 years of experience building web applications, digital platforms, and interactive experiences.

Equally comfortable designing user experiences, architecting systems, and writing production code, I've delivered everything from enterprise healthcare platforms and workflow automation systems to award-winning websites, e-learning products, and immersive Three.js experiences. My strength lies in understanding business objectives and translating them into elegant technical solutions, combining design thinking with full-stack development to create products that are scalable, performant, and engaging to use.

Career highlights

- 20 years designing and building digital products
- Delivered multiple award-winning digital products as the sole developer, owning architecture, implementation, integrations, and deployment
- Sole architect and developer of a business-critical operational platform saving 6,000+ hours
- Delivered high-performance websites consistently achieving 90+ Core Web Vitals scores
- Progressed from Front End Developer to Development Director within five years

Core capabilities

- **Creative development:** UI Design, UX Design, Design Systems, Prototyping
- **Frontend engineering:** Vue, React, JavaScript, TypeScript, Three.js, GSAP, HTML, CSS
- **Backend engineering:** Laravel, PHP, APIs, MySQL, Authentication, Integrations
- **CMS & content platforms:** WordPress, Gutenberg, ACF, Drupal, Craft, Headless Architectures
- **Cloud & infrastructure:** AWS, DigitalOcean, CI/CD, Performance Optimisation
- **Product & delivery:** Technical Architecture, Discovery, Requirements Gathering, Stakeholder Management, Agile Delivery

While Laravel, Vue, and WordPress form the core of my day-to-day stack, I don't define myself by any specific technology. Throughout my career I've worked across a wide range of frameworks, CMS platforms, cloud services, and front-end technologies, adapting quickly to whatever is required to solve the problem effectively.

My focus is on building great products rather than championing particular tools. If it's for the web, I can find a way to design it, architect it, and build it.

Experience

Freelance Senior Creative Engieer
Nov 2020 – Present

Senior Creative Engineer helping MedComms agencies deliver polished, high-performing digital experiences. I partner with creative and account teams to turn ideas into content-rich websites, HCP platforms, interactive congress experiences and games, built to work beautifully across devices and in demanding real-world environments.

Outcomes

- Delivered multiple award-winning digital products as the sole developer
- Built enterprise healthcare platforms used by global organisations
- Designed and developed bespoke automation platforms that streamlined operations
- Delivered high-performance websites consistently achieving 90+ Core Web Vitals
- Created immersive digital experiences for conferences, exhibitions, and platforms

Digital Director - Banana Moon
Oct 2017 – Nov 2020

Sole designer and developer responsible for architecting and building a business-critical operational platform that unified ecommerce, production, logistics, forecasting, supplier management, and finance into a single system. Working end-to-end across product design, UX, architecture, backend development, frontend development, integrations, and deployment, I transformed fragmented paper-based processes into a scalable Laravel and Vue platform that became the operational backbone of the business.

Outcomes

- Saved 6,000+ hours of labour annually through automation
- Improved profit margins by 20%
- Increased ecommerce conversion rates by 32%
- Reduced paper usage by 80%
- Created a single source of truth across the organisation

Front End Developer → Development Director - Fantastic Media
Nov 2008 – Oct 2017

Joined as a Front End Developer and progressed to Development Director within five years, leading the technical delivery of websites, digital campaigns, and bespoke web applications for a wide range of clients. Alongside client work, I designed reusable frameworks, development workflows, and tooling that standardised delivery across the agency, improving quality, consistency, and efficiency while supporting hundreds of projects over the course of my tenure.

Outcomes

- Reduced average website development time by 50%.
- Helped transform digital delivery into a profitable core service.
- Enabled the agency to take on larger and more technically complex projects.
- Progressed from Front End Developer to Development Director within five years.