

Michael Pumo



Frontend Developer, Design Engineer and Founder – London, United Kingdom

About

I'm a multidisciplinary frontend developer with 15+ years of experience delivering websites and digital products across agency, e-commerce and content-driven environments. With a background in web design and UX, I bring a strong eye for detail to UI development, with a focus on clean, accessible and pixel-accurate implementation, animation and scalable component/design systems.

Having worked in agencies throughout my career, I'm comfortable working at pace, adapting quickly to new tools and technologies and collaborating across the full project lifecycle, from planning and technical strategy through to final delivery. I enjoy bridging the gap between design and development, working closely with designers, stakeholders and clients to turn ideas into polished user experiences.

My work has more recently focused on leveraging modern frontend frameworks, alongside JavaScript/TypeScript, Tailwind, headless CMS platforms and e-commerce systems. I've also worked extensively with modern deployment and infrastructure tooling including Vercel, Netlify and Cloudflare, as well as AI-assisted development tools such as Claude Code, Co-Pilot and Cursor.

I'm Co-Founder of a small design studio named ***ditta***, which I've run for a number of years. I'm involved in client relationships, project delivery and day-to-day business operations, giving me a strong understanding of both the technical and commercial aspects of delivering digital projects end to end.

Contact

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- [Portfolio](#)
- [GitHub](#)
- [LinkedIn](#)

Disciplines, Libraries and Tooling

- Frameworks: Next/React and Nuxt/Vue, Astro
- Languages: HTML, JavaScript/TypeScript, CSS (with experience in Node, Ruby, PHP, CFML, SQL, templating with Liquid, Twig, Pug)
- CMS: Shopify, Storyblok, Contentful, Prismic, WordPress, Craft, Dato
- Tooling/libraries: VS Code, Git, Tailwind, date-fns, Lodash, GSAP, Zod, Vite, Lenis
- Deployment: Vercel, Netlify, Cloudflare
- AI: Claude Code, GitHub Copilot, Cursor, Agentic Skills
- Platforms: Mux, Mailchimp, HighLevel, Jira, Supabase, Shopify
- Design: Figma, Sketch, Penpot, Adobe suite
- Other: Project management, client-facing, design-focused

Work Experience

Relevant roles from the past 5 years. More available on request or viewed on LinkedIn.

ditta

- Co-Founder · Full-time
- Apr 2024 – Present · 2 yrs 3 mos
- London Area, United Kingdom · Remote

I am the co-founder of a London-based design and development studio. We partner with SMEs across a range of industries to solve technical challenges and deliver projects from concept to completion. Our work spans the full project lifecycle, including client consultation, project scoping, management, design, development, ongoing support, and technical consultancy.

Nuxt.js, Next.js, Vue.js, React.js, TypeScript, Storyblok, Tailwind, Claude Code

How&How

- Senior Web Developer · Contract
- Feb 2026 – Apr 2026 · 3 mos
- London Area, United Kingdom · Remote

I was hired to develop a single-page application in Next.js, featuring a collection of reusable content blocks managed through Prismic CMS. The blocks incorporated bespoke animations and interactive experiences built with GSAP.

Web Application Development, Next.js, React.js, TypeScript, GSAP, Claude Code

GreenPlace

- Senior Frontend Developer · Contract
- Jan 2025 – May 2025 · 5 mos
- London Area, United Kingdom · Remote

I was responsible for developing a new UI component library for a custom React application used to monitor and analyse building energy efficiency, creating a suite of reusable components including range sliders, accordions, and form controls.

Front-End Development, React.js, TypeScript, Tailwind

Wiedemann Lampe

- Senior Frontend Developer · Contract
- Jun 2024 – Oct 2024 · 5 mos

- London Area, United Kingdom · Remote

I was brought in to work alongside the existing development team, focusing on Vue-based UI components and composition logic to build a search experience powered by a GraphQL endpoint in Craft CMS. The search interface was designed to be data-source agnostic, enabling it to be reused across multiple datasets within the web application.

Vue.js, Tailwind, TypeScript, Craft CMS

Everything In Between

- Senior Frontend Developer · Contract
- Apr 2024 – May 2024 · 2 mos
- London Area, United Kingdom · Remote

I was brought in on a short-term contract to contribute frontend development work, building reusable UI components and delivering polished interactive experiences as part of the agency's ongoing client projects.

Front-End Development, Nuxt.js, Vue, Netlify, Storyblok, Tailwind

Studio 206

- Senior Frontend Developer · Contract
- Feb 2024 – Apr 2024 · 3 mos
- London, England, United Kingdom · Remote

Developed two Next.js-based single-page scrolling experiences for Vodafone and The Economist, delivered as part of their marketing campaigns. Implemented complex GSAP timelines, scroll-triggered animations and custom interactive features to support campaign storytelling and user engagement.

Web Application Development, Next.js, React.js, GSAP

FutureBrand

- Senior Frontend Developer · Contract

- Aug 2023 – Feb 2024 · 7 mos
- London, England, United Kingdom · Remote

Worked on various frontend development projects for clients through Hugo & Cat (now acquired by FutureBrand), supporting the delivery of bespoke digital experiences across multiple accounts.

Web Application Development, TypeScript, GSAP, Vue.js, React.js, Prismic CMS

Studio Parallel

- Frontend Developer · Freelance
- Apr 2023 – Jun 2023 · 3 mos
- London, England, United Kingdom · Hybrid

Delivered the complete bespoke development of the Studio Parallel website, architecting and building the platform using Nuxt, Vue, TypeScript, Storyblok, and Netlify, from initial implementation through to deployment.

Vue.js, HTML, Nuxt.js, Tailwind, TypeScript, CSS, JavaScript

Greggs

- Frontend Developer · Contract
- Feb 2022 – Mar 2023 · 1 yr 2 mos
- London, England, United Kingdom

I led a major modernisation of the Greggs frontend codebase, overseeing its migration from Nuxt 2 to Nuxt 3. This initiative included the adoption of TypeScript, Vue 3, and the Composition API, significantly improving maintainability, scalability, and DX. I also played a key role in developing a reusable component library that established a consistent design and development foundation across the platform. Leveraging this shared library, the team successfully delivered and maintained additional websites within the Greggs digital ecosystem.

Vue.js, Nuxt.js, Tailwind, Vite, TypeScript

GoodLove

- Frontend Developer · Freelance
- Dec 2021 – Jan 2022 · 2 mos
- London, England, United Kingdom

I developed a scroll-driven interactive experience using GSAP ScrollTrigger, architected as reusable React components and integrated into a Gatsby application to ensure performance, modularity and smooth user interaction.

React.js, GSAP, GatsbyJS, TypeScript

Education

BA (Hons) Communications and New Media, 2:1 University of Leeds

Languages

- English: Native speaker
- Italian: B1

Other Interests

- Playing guitar & writing
- Cooking
- Hiking and trekking
- Climbing/bouldering
- Cycling
- Talking about Aliens 🙈