

# Trudy Messingham

## UI Developer & HTML Email Specialist

Southwest London, UK

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### Profile

UI Developer & HTML Email Specialist with experience bridging the gap between high-fidelity design and robust, semantic code. My approach is rooted in GDS Design Principles, starting with a deep focus on user needs to deliver joined-up experiences across all digital channels.

I specialise in the presentation layer, building with consistency by leveraging established Design Systems to ensure services are accessible, performant, and simple to use; creating reusable CSS architectures that ensure SEO-friendliness and cross-browser consistency without the need for heavy frameworks. My approach centres on the belief that clean, meaningful code is the backbone of WCAG compliance, SEO performance, and Generative Engine Optimization (GEO): whether building from scratch or performing technical remediation.

### Skills

- Semantic, accessible HTML & CSS coding
- Responsive email development (Litmus, Email on Acid QA)
- Table-based layouts optimised for Outlook, Gmail, iOS / Android
- WAI-ARIA, WCAG, Schema integration, and GEO readiness
- Landing pages, microsites & CMS templates / child-theme adaption
- Cross-browser QA & performance optimization
- Design-to-Code Workflow: Figma / PSD to HTML

### Professional Experience

#### LeSHOP Agency (Publicis Groupe UK) - London

*HTML & Email Developer | 2016 – 2025*

- Built and optimised responsive HTML email templates for Google campaigns (Grow with Google, Academy on Air, Rewards, Mastery). Gamma, Connect Composer, FreeMarker, and Stensul.
- Developed scalable master templates and wireframes for consistent brand deployment via CRM.
- Engineered modular, localised email components for multi-market campaigns, ensuring structural integrity across diverse language character sets and text-expansion requirements.
- Advised account teams on email best practices and template reuse to improve time-to-launch.
- Ensured cross-client rendering across Outlook, Gmail, iOS, and Android.
- Implemented QA workflows, reducing rendering issues and improving campaign delivery.

## **Celerity Information Services - Dartford**

*eCRM HTML Email Developer | 2014 – 2016*

- Coded bespoke email templates from PSDs for desktop/mobile.
- Supported campaign managers in planning and deploying multi-step journeys in Neolane/Adobe, Pure360, Adestra, and ExactTarget.
- Coordinated with stakeholders, managing multiple projects under tight deadlines.
- Advised on template strategy, segmentation, and testing plans.

### **Earlier Career:**

Web Development - Branded Frog | Freelance

Front-end developer (HTML5/CSS3), responsive design, newsletters, and campaign support.

Operations Manager - Card Cutters Ltd. | Wandsworth

Set up and managed CRM, onboarding flows, and customer communication processes.

Administration roles in insurance & customer care.

## **Continuing Development**

Ongoing training in Accessibility, Semantic HTML, and Modern CSS.

Projects that include Front-end PHP, WordPress themes, Jekyll, Markdown, and Liquid.

Over the past 3+ years, I've shaped colour-contrast and accessibility guidelines for design systems. I believe that consistency is key to a successful user journey, which is why I advocate for using Design Systems to keep services predictable and accessible.

Currently upskilling in Design System Tools:

- Figma-to-Code Pipeline: Developing a workflow to translate high-fidelity Figma designs into semantic, accessible HTML and pure CSS.
- Design Tokens: Implementing the mapping of Figma Variables to CSS Custom Properties (:root) for theme-able architectures.
- Dev Mode Integration: Leveraging Figma's Developer Mode and VS Code extension to refine pixel-perfect implementation.

## **Education & Interests**

Online courses (past and present): Web Science (Southampton University); Corpus Linguistics (Lancaster University); Community Journalism (Cardiff University).

Genealogy (for research, data mining, and discovery), crochet (for crafting and mental health), and a complete history buff.