

Alex Goldsmith

Designer & developer · Digital Marketing Manager

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PROFILE

Designer and developer with a marketing background. I design and build websites and software, including Mimir, a local-first worldbuilding platform, and lead digital marketing for a Microsoft Dynamics 365 partner. I combine commercial awareness with interface design, 3D and hands-on development.

EXPERIENCE

Digital Marketing Manager — Tres Tria Limited

Sep 2024 – present

Lead digital marketing for a Microsoft Dynamics 365 Business Central partner: SEO, Google Ads, email, content and conference marketing. Maintain the company websites, produce 3D brand assets and promotional video in-house, and manage the social media team.

Founder — Shieldwall Games Ltd

Jun 2020 – present

Independent studio building Mimir, a local-first worldbuilding platform (in alpha), and Ashborn, a Viking Age card game. Set product direction, recruited and led a development team using Agile/Scrum, and design and build the studio's websites.

QA Automation Engineer — Saga plc

Built front-end skills, automated testing with Katalon and led QA teams.

Customer Advisor — Saga plc

65% penetration on optional extras and 85% renewal retention. Nominated for Employee of the Year three consecutive years. Three years at Saga plc in total across both roles.

Animator & Engineer (freelance) — Metalyte Pipeworks

3D modelling, texturing and animation in Blender, Substance Painter and Unreal Engine.

Teaching Assistant

Designed educational games for primary school children.

Hospitality Manager — Port Lympne

Managed a team of 20.

EDUCATION

BA (Hons) Creative Writing & Theatre, 2:1 — Edge Hill University

2010 – 2013

SKILLS

Development	TypeScript, React, Electron, React Native, HTML, CSS, JavaScript, Katalon QA
Design	Brand identity, interface design, Photoshop, Figma, marketing collateral
3D & motion	Blender, Substance Painter, Unreal Engine, promotional video
Marketing	SEO, PPC / Google Ads, Google Analytics, email, content strategy

CERTIFICATIONS

CCNSG Health & Safety · Food Safety & Hygiene