

Matthew Sampson

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WORK EXPERIENCE

Hawkeye Agency

Email Developer II / QA Analyst

San Jose, CA

Sept 2021 - Feb 2023

- Designed and managed campaign templates using Handlebars.js, Freemarker, and JSON/YAML files
- Configured global partials to lean on Google user API data to generate personalized email content
- Translated Figma creative into pixel-perfect fixed-width, mobile responsive, marketing emails
- Advised during creative meetings to determine feasibility of design content
- Identified and documented development hurdles during post-mortems to improve agency processes
- Updated hundreds of live messages to ensure that email content met A11y accessibility standards
- Responsible for drafting QA checklists for new HTML emails, landing pages, and plaintext
- Analyzed HTML/CSS using developer tools to ensure pixel-perfection across multiple email client platforms
- Logged bugs through Workfront detailing issues using concise wording and descriptive screenshots

Email Developer I

Jan 2019 - Sept 2021

- Created over 30 pixel-perfect, mobile responsive, multi-language emails using HTML5/SCSS
- Troubleshooted emails using a combination of mobile device tests and Litmus previews to ensure a consistent viewing experience across all browsers, clients, and mobile phones
- Collaborated with project managers to identify and resolve ESP sending errors originating from client API user data

TCI (Teachers' Curriculum Institute)

Software Development Intern

Mountain View, CA

Jun 2018 - Oct 2018

- Implemented web accessibility WCAG 2.0 to existing Rails views using core front-end technologies
- Created modular components with JS libraries such as React and jQuery
- Incorporated unit tests following BDD by using RSpec and FactoryGirl to ensure code quality
- Setup CSV generation using Rails helpers, Sidekiq workers, and application PostgreSQL DB data

Felix Properties

Web Developer

Sunnyvale, CA

Aug 2017 - Sept 2017

- Utilized Google API to provide an interactive and responsive local map
- Prototyped web page designs using HTML5, CSS3, and Twitter Bootstrap
- Debugged front-end code with Multi-Browser Developer tools to ensure cross compatibility
- Communicated progress on a biweekly basis and shared prototypes through GitHub pages

EDUCATION

DeVry University Phoenix

Bachelor's in Computer and Information Sciences

San Jose, CA

2015 - 2017

- 3.57 GPA
- Focused on front-end development with an emphasis on: HTML5, CSS, JavaScript, C++, and Java
- Team Leader and primary Web Developer for senior case project

SKILLS & INTERESTS

- **Skills:** HTML5; CSS; Freemarker; Handlebars; Jinja; Workfront; Figma/Sketch; Git; Litmus; YAML; JSON;