Craig Lucas
Senior Front-End Engineer

OBJECTIVE

To obtain a challenging and rewarding position where I can further my career as a Front-End Engineer, and utilize technologies such as HTML5, CSS3, and JavaScript to create intuitive, elegant, and cutting-edge user experiences.

WORK EXPERIENCE

Everyday Health LLC, Custom Solutions
Senior Front-End Engineer, 12/12 – Present

- Lead Front-End Engineer for new ASP.NET MVC driven content management system and proprietary legacy ASP.NET Web Forms driven content management system.
- Programmed standards complaint HTML5, XHTML and CSS working with jQuery library modules, razor views, XSLT transforms, and the sites ASP.net framework libraries.
- Daily maintenance and enhancements to Everydayhealth.com's GCMS to streamline the production workflow.
- Lead efforts of migrating, redesigning and architecting of Everydayhealth.com's legacy CMS to a completely new ASP.NET MVC solution built from the scratch up.
- Re-wrote entire JavaScript framework to utilize object oriented JavaScript prototypes and introduced responsive framework integration utilizing Bootstrap.
- With a focus on SEO and page load time we reduced the number of HTTP requests per page from 65 to 23 and the page load time ultimately improved from 8.97 seconds to 3.4 seconds.
- Launched new features on the site such as storylogues, a weekly tips, and rotator modules along with interactive quizzes.

Everyday Health LLC, Lead Generation
Front-End Engineer, 12/10 – 12/12

- Lead Front-End Engineer for proprietary .NET MVC driven content management system called OMT (Offer Management Tool) and proprietary .NET Web Forms driven content management system called GCMS.
- Programmed standards complaint HTML5, XHTML and CSS working with jQuery library modules and ASP.net and XSLT framework libraries.
- Provided innovative technology solutions for Everydayhealth.com's pharmaceutical clients by building customized html templates for very complex Lead Generation offer forms, which were used in Everyday Health's registration funnel.
- Built tools to aide in the creation of health condition specific funnels, which helped generate more lead submissions, more user registrations, and additional newsletter signup's.

Spin Media LLC
Web Developer, 09/09 – 12/10

- Lead Front-End Engineer for Spin.com's core Drupal themes.
- Programmed standards complaint XHTML and CSS working with jQuery and Drupal's php

framework library.
- Lead efforts of establishing a development, QA, and project management process utilizing Agile Scrum methodology.
- Took ownership of third-party owned codebase and brought codebase in house. Working with the back-end engineer we setup dev, qa, and production environments.
- Successfully launched redesigns of the home, article, album review, and tag pages.

New York Media LLC
Front-End Engineer, 07/06 – 09/09

- Lead Front-End Engineer for Nymag.com's proprietary Perl based content management system.
- Programmed standards complaint XHTML and CSS working with jQuery and the built in HTML::Template framework library.
- Daily support and maintenance of Nymag.com's multi million dollar ad operations.
- Worked with the development team to successfully convert Newyorkmag.com from a table-based layout to a 100% pure CSS based layout. This involved updating 100's of templates and thousands of pages.
- Successfully launched redesigns of the homepage, site-wide search, and the entire fashion section, while, launching new features on the site such as site-wide commenting, and the Agenda and Entertainment section
- Became the go to person for solving complex design problems and for mentoring members from our design team on how to effectively write semantic markup, write cross-browser compatible CSS and build pages to generally be more accessible to all different types of mediums.

New York Media LLC
Web Production Assistant, 11/04 – 07/06

- Assisted in front-end web development for Nymag.com's proprietary Perl based content management system.
- Supported the daily web operations of Nymag.com's This included providing support for over 20 producers, and 5 bloggers, along with supporting the production needs of Nymag.com's editorial, marketing and business departments.
- Programmed standards complaint XHTML and CSS working with jQuery and the built in HTML::Template framework library
- Delivered numerous reusable high quality templates for Nymag.com's editorial packages and advertorials, which, helped generate more traffic to Nymag.com and increased advertising revenue.
- Streamlined production efficiency of Nymag.com's online wedding guide by more than 75%. This was done with the creation of some very clever templates for the GCMS, which eliminated the need to maintain 1,000+ static web pages.

EDUCATION

New York City College of Technology, CUNY, Brooklyn, NY
Graduated June 2005 with a Bachelor of Technology degree in Computer Systems
Specialized in Web Design, Networking, and Database Design

Seminars and workshops

- Westciv, Online, June 2007, XHTML and Advanced CSS
- An Event Apart, Chicago, IL, August 27–28, 2007, http://www.aneventapart.com/about/
- Voices That Matter, San Francisco, CA, June 28-30, 2010
  http://webdesign2010.crowdvine.com/calendar

TECHNOLOGY SKILLSKET

- HTML (Hypertext Markup Language)5/XHTML (Extensible HyperText Markup Language), CSS (Cascading Style Sheets)3, SASS/SCSS (Syntactically Awesome Style Sheets/Sassy CSS), JavaScript, jQuery, AJAX (Asynchronous JavaScript and XML), JSON (JavaScript Object Notation), Bootstrap, Mustache, Handlebars, XML (Extensible Markup Language), XSLT (Extensible Stylesheet Language Transformation), PHP (PHP: Hypertext Preprocessor.)
- ASP.NET MVC (Model View Controller) and Web Forms, IIS (Internet Information Services), Windows Server 2008, Ruby
- Drupal, Moveable Type, WordPress, GCMS (Global Content Management System)(proprietary .NET driven CMS), Krang(proprietary Perl driven CMS), Brightove
- Photoshop, Visual Studio, SVN, Github
- Agile (Scrum and Kanban), and Waterfall Methodologies
- **Specialties:** Responsive Design, Object Oriented JavaScript, Page Rendering Optimization, SEO (Search Engine Optimization) Improvements, Semantic Accessible Markup, Progressive Enhancement, and Cross Browser Compatibility