

# Craig Lucas

## Front-End Web Developer

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### OBJECTIVE

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

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### WORK EXPERIENCE

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Everyday Health LLC, Custom Solutions,  
Front-End Web Developer, 12/10 – Present

- Lead front-end web developer for our proprietary legacy ASP.NET Web Forms driven content management system.
- Programmed standards complaint HTML5, XHTML and CSS working with jQuery library modules and asp & asp.net framework libraries
- Daily maintenance and enhancements to our GCMS to streamline the production workflow
- Lead efforts of migrating, redesigning and architecting our legacy CMS to use a new ASP.NET MVC solution
- Re-wrote our entire JavaScript framework to utilize object oriented JavaScript prototypes
- 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 Web Developer, 12/10 – 12/12

- Lead front-end web developer for proprietary .NET MVC driven content management system called OMT (Offer Management Tool) and a proprietary .NET Web Forms driven content management system called GCMS
- Programmed standards complaint HTML5, XHTML and CSS working with jQuery library modules and asp & asp.net framework libraries
- Built customized html templates for very complex offer forms for use in Everyday Health's registration funnel.
- Provided innovative technology solutions for Everyday Health's Pharmaceutical clients
- 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 web developer 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 Web Developer, 07/06 – 09/09**

- Lead front-end web developer 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.

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## EDUCATION

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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>

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## TECHNOLOGY SKILLSKET

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- HTML5/XHTML, CSS3, JavaScript, jQuery, AJAX, JSON, Bootstrap, XML, XSLT, PHP
- ASP.NET MVC and Web Forms, IIS, Windows Server 2008
- Drupal, Moveable Type, WordPress, GCMS(proprietary .NET driven CMS), Krang(proprietary Perl driven CMS)
- Photoshop, Visual Studio, SVN, Github
- Agile (Scrum and Kanban), and Waterfall Methodologies
- **Specialties:** Responsive Design, Object Oriented JavaScript, Page rendering optimization, SEO improvements, semantic accessible markup, Progressive Enhancement, and cross browser compatibility

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