Craig Lucas

Senior Front-End Engineer

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SUMMARY

Seasoned Full-Stack developer with over 20 years developing high-quality web techonology solutions optimized for maximum speed and scalability

WORK EXPERIENCE

Everyday Health Group, Consumer Wellness Team
Senior Front-End Engineer, 12/2017 – Present

- Build components for the sites content management system utilizing react, node, c#, and razor
- Became the go to person for solving page performance problems reported by Page Speed Insights and Core Web Vitals
- Implemented a tool for generating Critical CSS, which helped reduce our FCP and LCP by 2 seconds.
- Implemented a tool for creating PSI audit reports on a given set of URLs. This helped the product team to keep a close eye on our PSI numbers
- Pushed 90% of our pages into the green for our CLS scores
- Contributed to improving our Ad Management Tool by implementing header bidding into site for prebid and Apstag
- Built scripts to streamline common development tasks, which allowed the team to focus more on coding.
- Implemented CSS and JavaScript coding standards and review and approve all team front-end code.
- Learned the BE codebase and became full stack developer so I can own the entire develoment track of each component

Everyday Health Group, Custom Solutions/Lead Generation Team
Senior Front-End Engineer, 12/2010 – 12/2017

- 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.
- 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.
- 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, 09/2009 – 12/2010

- 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
Web Production Assistant, 11/2004 - 07/2006

- 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
- 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.

TECHNOLOGY SKILLSKET

- HTML (Hypertext Markup Language)5/, CSS (Cascading Style Sheets)3, SASS/SCSS (Syntactically Awesome Style Sheets/Sassy CSS), JavaScript, ES6 (ECMAScript 6), JSON (JavaScript Object Notation), NodeJS, ReactJS, Redux, TypeScript, Eslint, C#, graphQL PHP (PHP: Hypertext Preprocessor.)
- ASP.NET MVC (Model View Controller) and Web Forms, Webpack, gulp, grunt, IIS (Internet Information Services), Windows Server 2010, Ruby
- Sitefinity, Drupal, Moveable Type, WordPress, Jekyll, GatsbyJs
- Photoshop, Visual Studio, SVN, Github, Google Analytics, Omniture, Brightcove, JWPlayer, Google Search Console, Google Tag Manager, Doubleclick for Publishers
- Agile (Scrum and Kanban), and Waterfall Methodologies
- **Specialties:** Page Speed Optimization, NodeJS, ReactJS, Search Engine Optimization, SEO (Search Engine Optimization) Improvements, Semantic Accessible Markup, Progressive Enhancement, and Cross Browser Compatibility

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