Matthew Lopez

Front-End Interaction Developer

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510.610.1980

Crafting websites and delivering on features since 2014

WORK EXPERIENCE

Software Engineer, Front End, Google Team, R/GA - *Jan/2019 - May/2020*

Multi-project developer on the R/GA Google team helping build out and debug their About, Google Ads, Google My Business, and Family Link sites

Key Technologies: Flask, Jinja, SCSS, Javascript, Python (2.7), Kintaro (proprietary Google CMS), Git, Gerrit, a touch of AngularJS

- → **About**: Regular story page build-outs and launches; main developer for international Responsibility pages; main developer for Marketing Web Standards overhaul (typography, semantic markup, SEO improvements)
- → **Google Ads**: Helped launch the mid-market segment Ads sites (layout and content localization for over twenty locales); major feature additions to low- and mid-market Ads Welcome site
- → **Google My Business**: Developed success story sites (layout and content localization for over twenty locales)
- → **Family Link**: Primary content and layout developer
- → Technical consultant and trainer to UK and Pacific Rim Google Brand Awareness teams

Tech Lead, Front End Engineering, Marketing, macys.com - *Feb/2017 - May/2018*

Lead developer, point-of-contact, and advocate for the SF marketing developer team

Key Technologies: Node, Express, Backbone.js, Handlebars, SCSS, Git, GitLab, Astra (CMS)

- → Supervised and mentored team of ten developers of various skill levels
- → Steered and advised on development aspects of most online marketing content
- → Led adoption of responsive web guidelines in partnership with NYC design team
- → Responsible for interactions between marketing and outside vendors on matters of technology and platform capability
- → Code reviewer and primary Git gatekeeper
- → Primary triage and troubleshooting point-of-contact

Developer, Front End Engineering, Marketing, macys.com - *Aug/2014 - Feb/2017*

Industry teeth-cutting: developer of sales promotion sites for Macy's marketing

Key Technologies: Node, Express, Backbone.js, Handlebars, SCSS, Git, GitLab, Astra (CMS)

- → Developed marketing campaign pages using Handlebars, SCSS, and JavaScript within a Node/Express/Backbone platform
- → Incepted bi-weekly collaboration lab between marketing devs and design
- → Developed & updated catalog of features for marketing project managers

- → Introduced new development tooling into the department, such as CSS preprocessors and WebStorm IDE, to improve productivity

Other Web Development-Related Experiences:

- → Part-time web development instructor at Oakland Charter High School, 10/11th Grade
- → Freelance developer of small business landing pages

EDUCATION

Web Development Intensive, General Assembly - *Jan/2014 - March/2014*

Self-Study - *July/2012 - Jan/2014*

TECHNICAL SKILLS

HTML, SCSS/CSS, Foundation, Bootstrap, JavaScript, React, Vue.js, Flask, Jekyll, Node, Express, Git