



curriculum vitae

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about

“What will Matthew Jordan Lueck do for me?”

Since you're reading this document, that is the most important question that you could ask right now. The answer: I love people and I derive the most fulfillment from making a positive difference in the world by helping people and solving problems. I have been gifted with a unique talent to easily grasp how things work. Through diligence and an unfailing work ethic, that ability has been honed to balance attention to detail with a holistic view, to create intelligent solutions, to identify opportunities for efficiency, to reduce complexities into manageable parts, and to share that knowledge at any level of understanding. Simply put?

I make things work and I make things that work.

recent work history

Mary Kay, Inc.

Senior Front-End Developer

2012 – 2018

Interactive and print design, interactive development, project management; technical consultant, trainer, IT support, contractor supervisor, special projects development team lead; introduced and championed modern web theory and best practices

Texas A&M University - Commerce

Instructor

2012

Web and mobile application design, current web technologies, and mobile application development

Freelance/Contract/Volunteer

Designer/Developer/Trainer

2009 – present

Interactive and print design, interactive development, motion graphics, illustration, and audio engineering

Janimation

Web Intern to New Media Designer

2008 – 2009

Interactive design and development for web technologies, motion graphics, visual effects, and character design

education

Texas A&M University - Commerce

BFA in New Media with an emphasis in Animation

software & language expertise

Solution Architect Case Study: Mary Kay US Creative Services

Initial State of Front-End Development

2012 – 2018

In May of 2012, I was contracted by Mary Kay, Inc. to work as a front-end developer in the US market's creative services. At that point, the core responsibility was limited to converting Photoshop files provided by an internal designer into HTML files, using the exported artwork and text to recreate the layout in HTML. While the final output might be used as an email versus a web page for *Mary Kay InTouch*, the website used by the independent sales force, the state of the website was so restrictive that there were few functional differences between the two. *Mary Kay InTouch* was only officially supported on Microsoft's Internet Explorer 8, emulated in IE7 quirks mode, on a Windows PC.

Every piece of information that was intended to be hosted on *Mary Kay InTouch* would start a process that took an average of forty-five business days to produce two static HTML files, one in English and one in Spanish, from provided copy. There were tens of thousands of these HTML files, with widely varying designs and layouts that mostly consisted of nothing more than a titled baked into an image to make use of Helvetica Neue as a font, a few paragraphs of largely unformatted copy, and the occasional graphic to break up the page. It was possible to find pages with minimal interactive functionality, but that happened rarely as merely getting CSS to render properly on *Mary Kay InTouch* required shims and polyfills.

An additional layer of complexity existed because the HTML files were never directly loaded. To access the content of an HTML file, its URI (from where it was hosted on the content server) was passed as a query parameter for a specific ASP .NET page. The .NET page would retrieve the string contents inside the body tag and rewrite the result. Over several years, the parsing that occurred was modified multiple times by the back-end developers without any communication to our group, resulting in bug reports and many hours of frustration as I tried to determine why code that had previously worked without issue was now generating errors.

I was converted from a contractor into a full-time employee in the fall of 2013. I was able to function as both designer and developer on certain projects, and I used each opportunity to move the design and front-end development towards a standardized system for creating web content that could eventually be automated and progressively moved away from a waterfall workflow to an agile or iterative model.

Career Apparel “Paper Dolls”, web application

2012 – 2015

- **Duration:** initially less than 3 months, revisited annually
- **Client:** Courtney Haylock
- **Achievements:** Introduced jQuery as a front-end development tool, began pioneering modern best practices and industry standards.

Pitched drag-and-drop web application for client request of paper dolls functionality. Prototyped, designed, and developed the web application as the sole team member, using content provided by copywriters, translators, and the photography department. Utilized a modular methodology for extensibility and maintenance. Adjusted the web application to work via a parsed content page on *Mary Kay InTouch*. UI was localized into US English and Spanish. The application framework was evolved over time to reflect design trends and standardization efforts.

Annual Special Events Information, process change

2012 – 2018

- **Duration:** initially 3-6 months, revisited annually for each event
- **Client:** initially Liza Nelson
- **Achievements:** Introduced earliest concepts of templatization and content generalization.

Recommended and worked with client and copywriter to streamline and consolidate content across three major special events to develop a consistent language and layout, and drastically reduce the amount of resources needed to update and maintain content. Worked to establish a common treatment and design for all information related to special events.

Solution Architect Case Study: Mary Kay US Creative Services, cont.

Color Confident, responsive e-learning microsite

2012 – 2017

- **Duration:** initially 12-15 months
- **Client:** Cristin Bensen
- **Achievements:** Introduced the concepts of wireframes, responsive web design, web fonts, and a fully localized UI. Developed the first version of a proprietary JS/CSS framework and a modified version of HTML to provide rich text formatting for a third-party quiz tool. Continued pioneering prototyping, templatization, and other industry standards and best practices.

Approached by client to discuss feasibility of adding quiz functionality to a PDF with more than 70 sheets in a two-page spread. Counter-pitched responsive web application and prototyped proof-of-concept with the other US front-end developer, for the first time making a single content source available both outside of the functionally restrictive *Mary Kay InTouch* website and to all modern browsers on all modern devices. Created phased production schedule with team leads and managers. Consulted and partnered with US web design team to create the site look-and-feel and page templates. Partnered with other front-end developers to implement the provided designs and architect the solution using Bootstrap as a framework. Personally developed all of the front-end interactive functionality, including AJAX calls to and from .NET APIs provided by back-end developers, SurveyGizmo, and Brightcove, as well as eventually rewriting all of the bugged Bootstrap and jQuery UI functionality with cleaner code that would become the beginnings of an internal JS/CSS library. Worked with other front-end developers to integrate web fonts from fonts.com and provide support during account setup.

Video Lounge, responsive video portal microsite

2013 – 2017

- **Duration:** 9-12 months
- **Clients:** Hortensia Khabbaz and Lisa Bower
- **Achievements:** Expanded functionality of proprietary framework and extended support to *Mary Kay InTouch* content pages. Continued pioneering wireframing, prototyping, templatization, responsive web design, web fonts, a fully localized UI, and other industry standards and best practices.

Approached by the client to create centralized solution for searching video content hosted in Brightcove and deployed to InTouch. Worked with web design team and front-end developers to wireframe layout and create look-and-feel. Worked with the other front-end developer to leverage existing code and web fonts from *Color Confident* to build the HTML/CSS layouts. Created admin tools to batch process tagging videos in Brightcove with multiple keywords and meta data. Extended and adjusted the proprietary framework to provide the new functionality not only in the *Video Lounge*, but on content pages of *Mary Kay InTouch* as well. Final functionality for the portal included keyword search with results sortable by date, views, or featured content, restricting content to personas, sharing allowed videos via the Brightcove player, displayed related content, various admin tools, a configurable dynamic navigation, and using the query string to link to searches, categories, individual videos, or custom playlists. Additional functionality that was made available to *Mary Kay InTouch* included the ability to attach automatically localized video players and playlists to a content page.

Mary Kay InTouch HTML Template System, HTML templates

2014 – 2018

- **Duration:** 5 years
- **Client:** Mary Kay US Creative Services
- **Achievements:** Introduced the concept of concurrent workflows. Created multiple efficiencies. Increased overall code accuracy. Simplified code complexity. Reduced front-end support burden. Continued pioneering wireframing, prototyping, templatization, and other industry standards and best practices.

Initially designed and developed a series of HTML content templates in order to standardize the UI/UX for frequently seen content types. Leveraged and extended proprietary framework to integrate with the new templates. Pitched and documented progressive adjustments to the current waterfall workflow to migrate to an agile/iterative model.

Solution Architect Case Study: Mary Kay US Creative Services, cont.

Project Ignite – Mary Kay InTouch, website overhaul and migration to new CMS

2014 – 2017

- **Duration:** 4 years
- **Clients:** initially Michael Glassmoyer, Hortensia Khabbaz, and Lisa Bower
- **Achievements:** Introduced standardized Photoshop templates for image asset creation. Continued pioneering industry standards and best practices.

Consulted with multiple levels of management to draft the request for proposals, emphasize industry standards and best practices, and screen the agencies intended to provide new designs for *Mary Kay InTouch*. Consulted and provided technical support to determine core functionality and scope during the creation of the business requirement document. Worked directly with the client and design agency (including travel to the agency's office for a two-day session) to evaluate the old site structure and architect a new sitemap and content outline. Consulted as a UI/UX designer and information architect during the design phase and provided key support, including risk management to return the project to proper schedule when half of the time had been used up with less than a quarter of the necessary deliverables, leveraged the previously mentioned template system to expedite a survey of two years' worth of recent content on *Mary Kay InTouch* to determine core content types and a template needed for each, extensive documentation to support the templates, a reduction of the number templates requested after vendor review, and a reworking of the content types to fit the reduced template count. Consulted and provided technical support during the front-end development phase, including regular reviews of HTML and CSS to ensure accuracy to the designs and adherence to current industry standards, identification and resolution of UI/UX gaps for mobile and tablet layouts, and beta-testing of front-end functionality. Worked with the web design team and front-end developers in US Creative Services as well as the content merchandisers in US Sales Force Communications to adjust and evolve the site map as necessary and migrate current content from the old site. Developed and maintained a system of Photoshop templates used to create image assets for corresponding components (content templates) in Sitecore. Attended training, provided training and support, and drafted and implemented organizational recommendations for configuration of the Sitecore admin tool. Supervised two contractors involved in the creation of an updated style guide for the website.

Continued to provide varying ranges of technical consulting and UI/UX support until the project was terminated.

Project Ignite – MaryKay.com, website migration to responsive design and new CMS

2015 – 2018

- **Duration:** 4 years
- **Client:** Mary Kay Corporate Digital Marketing
- **Achievements:** Continued pioneering industry standards and best practices.

Consulted with the client at the beginning of the project to determine scope and extent of changes to convert the fixed-width layout of MaryKay.com to a responsive web design. Provided recommendations and key support specifically related to the implementation of web fonts, mobile and tablet layouts, and other UI/UX concerns.

Continued to provide varying ranges of technical consulting and UI/UX support.

Dual Site Workflow, workflow and associated production tools

2015 – 2018

- **Duration:** 4 years
- **Clients:** Mary Kay US Creative Services and Sales Force Communication
- **Achievements:** Finalized and implemented departmental adoption of template system and integration into workflow. Continued pioneering industry standards and best practices. Evolved template system to mirror latest style guidelines for Mary Kay, Inc.

Assigned to a team tasked with developing a forward-thinking solution to supporting content creation on both the legacy and Sitecore versions of *Mary Kay InTouch* until the new version is successfully launched and the old website can be shut down. Leveraged influence and solutions from the design phase for *Mary Kay InTouch* in Project Ignite to steer the workflow toward the adoption and integration of the previously mentioned HTML template system designed for use on the old website in conjunction with the system of Photoshop templates from the new *Mary Kay InTouch*. Updated the HTML template system to match the look-and-feel of and provide support for the same content types for the redesigned *Mary Kay InTouch*. Extended the Photoshop template systems to support the old website. Worked with the copywriters to pitch and develop a workflow that would focus on creating content for the new website and provided a 1:1 mapping to fit the content into the template system. Consulted with the entire team to finalize and implement the workflow.

Continued to maintain the template system and provide support and training for its usage.

Solution Architect Case Study: Mary Kay US Creative Services, cont.

Brightcove Migration, JavaScript integration migration

2017 – 2018

- **Duration:** 6 months
- **Client:** Hortensia Khabbaz
- **Achievements:** Consolidated video embed implementations into a single modular solution.

Worked with key business members to identify scope of changes necessary to migrate previous functionality from Flash-based video players to HTML5 players as well as a new RESTful API due to deprecation of the former technology by Brightcove. Developed a single modular solution that leveraged the template system to replace all of the various previous implementations. Consulted on switch from *Video Lounge* to vendor solution, and provided design guidance as well as minimal front end development for recurring elements (e.g. responsive web page header). Worked with client and vendor to determine and recommend a sustainable solution for localization and personalization.

Continued to provide varying ranges of technical consulting and UI/UX support.

Color Confident Migration, website overhaul and migration to offline CMS

2017 – 2018

- **Duration:** 18 months
- **Clients:** Cristin Bensen and Jackie Basevi
- **Achievements:** Introduced use of cloud-based repositories and preprocessors. Greatly reduced CSS and JavaScript footprints to substantially improve performance. Adapted and evolved template system for use on responsive layouts.

Migrated the microsite framework from a deprecated version of Twitter Bootstrap to take advantage of the new modular implementation for embedding Brightcove-hosted videos. Initially attempted to make use of modern technologies such as React (JavaScript library) and Pug (HTML template engine, formerly Jade), but limitations within the software environment and restrictions placed by information security necessitated a different solution. In response, developed an offline PHP-based CMS that utilized JSON data structures to dynamically generate HTML files built with evolved, responsive versions of the components from the template system. Improved user experience in terms of performance and navigation as well as added support for printing pages. Introduced workflow tools to significantly reduce development time through automation while increasing accuracy of builds. Standardized and streamlined microsite content creation to use dual site workflow to take advantage of previous efforts.