WEB DEVELOPMENT / AUTOMATION / ACCESSIBILITY

Matthew Stevens

Web operations specialist building responsive experiences with HTML, CSS, JavaScript, and AEM. Focused on publishing automation, personalization, and accessible interfaces.

CONTACT

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Dubuque, Iowa

TECHNICAL SKILLS

Development

HTML / CSS / JavaScript
Bootstrap 5 / PHP
SQL / Python
Chrome Extensions API

Platforms

Adobe Experience Manager
Adobe Target
Adobe Analytics
JCR-SQL2 / QueryBuilder

Design

Figma / Adobe XD
Adobe Creative Suite

Accessibility

WCAG
Accessible components

EDUCATION

Bachelor of Science
Digital Art and Design

University of Dubuque
Dubuque, IA / May 2021

Minor in Website Design & Development

EXPERIENCE

Web Operations Specialist

McGraw Hill Education

Jan 2022 - Present / Dubuque, IA

- Automated page-creation workflows with HTML, CSS, and JavaScript, saving **80 hours per month**.
- Built Adobe Target modals, banners, and component-level personalization for PreK-12 pages, including shadow DOM work with Lit-based web components.
- Built a Chrome extension for the AEM Page Editor, Sidebar, and Content Fragment editor, reducing repetitive authoring steps.
- Audited and remediated banners and modals for WCAG compliance, fixing accessible names, dialog semantics, and keyboard behavior.
- Created parameterized AEM reports using ACS Commons Report Builder and JCR-SQL2 for locked-page detection, tag inventory, and domain link auditing.
- Managed A/B tests that improved click-through rates by **30%**; helped optimize development workflows to reduce time-to-market by **25%**.

Freelance Web Developer

Medius

Jul 2023 - Dec 2023 / Dubuque, IA

- Developed and maintained HTML, CSS, and JavaScript pages with user-friendly interfaces, increasing engagement by **15%** and reducing bounce rate by **20%**.
- Initiated website optimization using heatmaps and behavior analytics, increasing e-commerce sales by **20%** and customer retention by **15%**.

Marketing Assistant

McGraw Hill Education

Aug 2019 - Jan 2022 / Dubuque, IA

- Created infographic campaigns that increased website traffic by **50%** and overall book revenue by **15%**.
- Partnered on product-information audits that improved SEO ranking by **20%** and organic traffic by **10%**.
- Built web quizzes using predictive analytics to personalize book recommendations, reducing product returns by **50%** and increasing customer loyalty by **25%**.