Luke Simpson

Engineering Manager

804.385.7325 ● luke@getluke.com ● Richmond, VA ● linkedin.com/in/get-luke-simpson ● www.getluke.com

Software engineering leader with over two decades of delivering industry-leading web solutions to multibillion-dollar enterprises and purpose-driven organizations. Track record of developing technologies that drive market competitiveness, revenue growth, and cost savings. Adept at achieving mission-critical initiatives with high-level vision as well as hands-on technical direction to ensure high return on investment. Consistent emphasis on software quality, resilience and scalability.

LEADERSHIP ATTRIBUTES

- **Build, nurture and guide cohesive, diverse teams** with an empathetic style and foundational culture of trust, support and excellence. Commitment to lead with integrity, authenticity, respect, and positivity.
- **Establish strategic vision** to achieve business objectives, identifying process improvements to accelerate productivity.
- **Inspire and motivate engineers** to deliver exceptional work, promoting world-class product lines to millions of customers.
- **Communicate exceptionally,** forging effective partnerships across design, product management, data and business domains.
- **Demonstrate a selfless, human-focused management** style to promote employee well-being and success.
- **Direct team through challenging, complex implementations**, using an inclusive, collaborative approach to problem-solving.
- **Advocate for sound processes** that surface risks, determine tradeoffs and promote clarity and adaptability when facing changing priorities and ambiguous requirements.

PROFESSIONAL EXPERIENCE

CAPITAL ONE, Richmond, VA   **12/2010 – 01/2024**
SOFTWARE ENGINEERING MANAGER (07/2019 – 01/2024)
Directed, mentored, and coached a distributed frontend User Experience Team focused on delivering leading-edge web user experience (UX) solutions for customer-facing card site pages located on the AWS cloud-based marketing technology platform.

- Exercised cross-functional leadership acumen while overseeing the creation and optimization of the Card marketing portfolio, incorporating all core credit card pages and multi-channel SEM & SEO landing pages, accounting for 67% of company revenue.
- Provided thoughtful technical guidance via code reviews, pair programming, whiteboard and team coding sessions.
- Employed people-first mentality in team building during the hiring, training, and managing of top-performing engineers.
- Executed hundreds of page, component and feature level experiments (A/B/n Testing), redirect tests and machine-learning based personalization features to engineer customer solutions, generating over $500 million in incremental profitability.
- Ensured stability and performance while providing architectural design and technical direction across diversified, enterprise-wide initiatives. Partnered with product stakeholders and technology teams to ensure on-time, on-budget delivery.
- Served on cross-platform Culture Team, fostering a community of collaboration, continual learning, shared growth and support.

TECH LEAD / PRINCIPAL UI ENGINEER (07/2016 – 07/2019)
Attained promotion to front-end UI development technical leadership of all public-facing pages for the credit card line of business.

- Ensured world-class customer experience enabling navigability, accessibility, and responsive user interface features for the web shopping experience by providing strategic guidance in collaboration with back-end developers and business stakeholders.
- Developed and delivered training curriculum to engineers on best practices and the company's Angular-based platform.
- Provided technical guidance and team direction in first-ever Card Tech user experience experimentation efforts to optimize the customer journey and drive increased applications and sales conversions.
- Worked with product and business stakeholders to determine technical requirements and influence the product roadmap.
- Provided guidance and oversight to aid in growing the Card Site platform from one team to five teams in less than 3 years.
- Taught, coached, and mentored junior developers in JavaScript, the platform technology, and coding best practices.
- Innovated new tools including components, services and frameworks that reduced areas of engineering overhead by over 50%.

SENIOR UI ENGINEER (12/2010 – 07/2016)

Promoted from a contractor position (via Aquent consulting) and selected for a full-time promotion to serve on the UI Engineering Team, building front-end solutions for the public-facing web presence at www.capitalone.com and www.capitalone.ca.

- Pursued massive transformation of a credit card re-design initiative with leading edge UI strategies.
- Rolled out responsive, reusable, modular CSS components for portal-based enterprise platform.
- Executed all JavaScript support for highly interactive pages including the highly complex Credit Cards browse products page.
- Spearheaded and directed agenda to convert Capital One Canada (www.capitalone.ca) to be fully responsive.
- Contributed to the enterprise as a contractor, creating mockups and high-fidelity prototypes for improving user experience. Built www.capitalonecanhelp.com from scratch to enable bank customers to transition seamlessly into the servicing platform.

CHURCH PLANT MEDIA, Oklahoma City, OK   **05/2009 - 10/2010**

SENIOR WEB DEVELOPER

Achieved success remotely in faith-based, purpose-driven company while converting designs from Photoshop to valid HTML/CSS/JavaScript templates for CMS integration.

- Translated technically arcane terminology to non-technical personnel and clientele while also conveying client specifications and internal/external concerns as a primary point-of-contact. Provided comprehensive technical support and training.
- Captured significant cost savings by introducing and implementing more automated, cost-effective, and reliable solutions, resulting in making value-added contributions to the company's roadmap.

MONK DEVELOPMENT, San Diego, CA   **08/2007 – 05/2009**

SENIOR WEB DEVELOPER

Accomplished a series of differentiated site designs on a remote basis, including the implementation of designs into HTML/CSS/JavaScript to produce standards-compliant, optimized, and engaging sites.

- Analyzed and assessed prospective usability issues with expert troubleshooting and risk identification skills in preparation for efficient development phases. Also enhanced functionality with PHP scripting.
- Practiced full CMS integration with the company's flagship product, Ekklesia360.

EDUCATION

BS, Aerospace Engineering | University of Virginia

CERTIFICATIONS AND TRAINING

AWS Cloud Practitioner Certification
12-Month **Elements of People Leadership** Course | Capital One
Certified Secure Software Engineer (CSSE) | Capital One
INCLUDE (Neuroscience of Smarter Teams) & **DECIDE** (Mitigating Bias in the Workplace) | Neuroleadership Institute
Technical Courses: Modern JavaScript Bootcamp | Mastering TypeScript | Modern React with Redux | Complete Angular Course | Angular Core Deep Dive | Reactive Angular Course with RxJs | Angular Testing Masterclass

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CORE SKILLS

- Front-end Engineering
- UX/Design Collaboration
- Project Management
- A/B/n Testing
- Agile Development Workflow
- Technical Leadership
- Performance Management
- JavaScript

- Typescript
- Angular, React, Vue
- HTML (5) & CSS (3)
- SASS & CSS Frameworks
- Accessibility
- Responsive Development
- Node.js
- Unit Testing (Jest, Mocha)

- Performance Optimization
- Back-end integration
- Microservice/API architecture
- End to End Testing (Cypress)
- Adobe Target
- Contentful
- ExpressionEngine
- Wordpress