

Matt Gross

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Tesla (5.5 years)

Sr. Front-End Engineer (TDS, Summer 2023 - Spring 2024)

Dropped management like a hot potato, moving back to an IC role :)

- Co-owned all TDS projects with the new lead, supporting ~1000 repos
- Built the new tesla.com **MegaMenu UI** (replaced Global Navigation), supporting ~10 teams, 50 locales, handling traffic in the millions/month
- Overhauled the TDS typography, migrating the company from Gotham to **Universal Sans**
- Mentored ~20 contributors building TDS patterns, launching the **TDS Angular** library
- Contributed to the re-launch of tesla.com **Cybertruck** web interfaces
- Designed an incremental overhaul architecture to ease the pain of breaking changes

Sr. Front-End Engineer (Lead, Tesla Design System/TDS, Summer 2022 - Summer 2023)

Took over the lead role, managing alongside the code

- Maintained the integrity of the design system for 6 months as the sole full-time engineer
- Launched a simultaneous company-wide UI update with TDS v7
- Owned the whole of TDS (~10 repos, ~50 UX patterns, 3 frameworks, 1 live server, supporting ~500 repos, ~150 teams & growing) top to bottom
- Rebuilt & lead a team of 4, coordinated with leadership and business stakeholders to grow to support company-wide UX initiatives
- Demonstrated (via KPIs) savings to the company in the 10s of millions as **Interim Product Manager**

Sr. Front-End Engineer (TDS, Spring 2020 - Summer 2022)

Moved from regular contributor to full-time owner, focusing on especially tricky UI challenges

- Owned the **TDS React** library (~45 components covering company-wide use-cases, hand-built ~25 from the ground up in HTML/CSS/JS)
- Owned ~25 UX patterns from concept to production (eg. Tooltip, Dialog, Data Table, Forms, Date Picker), working closely with several designers
- Led a separate team of 5 in creating the internal **@tesla/intl-*** project, extending the JS Intl Standard for seamless company-wide localization for Address, Phone, Name, Number, ID, Date, and Currency data
- Co-Created and maintain the standalone **Global Navigation** pattern for tesla.com, allowing seamless routing and creating a reliable anchor for all apps across ~40 locales

Tesla

Sr. Front-End Engineer (Vehicle Configurator & Inventory, Spring 2019 - Spring 2020)

Combined with the Configurator team, focusing on orders from both factory and inventory

- Co-owned and redesigned the New & Used Inventory interfaces (tesla.com/inventory)
- Engineered the redesign of the Configurator from a 5-page multi-step process into a single page UI (tesla.com/model3/design)
- Co-created the original Replicant Theme for TDS to support Cybertruck web experiences

Sr. Front-End Engineer (Trade-In & Used Inventory, Fall 2018 - Spring 2019)

Self-service Trade-In workflow for customers with zero paper/contact

- Contributed to multi-layered forms with multiple user pathways and complex requirements
- Owned the standalone Inventory Details view & fullscreen gallery system for vehicle condition
- Contributed to Inventory Search UI for Used Vehicles (search, galleries, filters/facets)

EvenVision (7 years)

Lead Developer (Spring 2017 - Fall 2018)

Spearheaded UX and authoring layers for ~80 client websites, split time with grad school

- Led & mentored a small team of developers
- Collaborated directly with leadership, design, and clients to manage projects & understand businesses holistically
- Created clean, excellent, UX solutions, focusing on nuanced & elegant interfaces for both business staff and customers

Web Developer (Spring 2014 - Summer 2017)

Transitioned more into development, writing almost nothing but CSS. This is where I learned to appreciate the whole craft, and the interplay between design and dev

- Designed and styled websites for clients
- Maintained all the html/css (with some js later on) for most projects
- Met regularly with clients to understand their contexts
- Eventually owned UX and Authoring layers for ~50 client websites

Graphic & Web Designer (Spring 2012 - Spring 2014)

Learned the ropes as a contract designer, alongside other freelance work

- Designed logos, branding, print materials, and websites for clients
- Learned to appreciate bezier curves :)

North Coast SBDC

Instructor (Spring - Fall 2017)

Taught web development at the local small business development center

- Led half-day workshops for artists, restaurant owners, and craftspeople
- Translated good business and technical expertise for non-industry folks

Sunny Brae Church (8 years)

Tech Lead (Volunteer, 2009 - 2017)

Weekly service on Sunday mornings

- Created visual assets for live music, events, and sermons
- Maintained sound equipment (mics, cables, mixers) with the Worship Lead
- Built and maintained the church website
- Led a handful of dedicated volunteers running slides each week

University of Washington Bothell

Graduate Certificate in Software Design & Development (Fall 2017 - Spring 2018)

Shipped myself off to the Great White North (nearly) to study with the CS nerds

- High-intensity 30-week substitute for a B.S. in Computer Science
- Practiced core CS patterns, data structures, parallel computing, networking, really lots of C++
- Learned software design, testing, and management practices
- Learned to count to 1024 on my fingers :)

Humboldt State University

B.A. in Economics (Fall 2009 - Winter 2011)

After completing ~80 credits of college courses in high school, wrapped up a B.A. in 2.5 years

- Focus in international & rural development
- Included exactly one programming class