Matthew Bretz, MBA

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FRONT-END UX/UI DESIGN ENGINEER
Bridging design and development to build scalable, accessible, and high-impact digital experiences

Versatile design engineer combining business acumen and front-end development expertise with user-centered design to build scalable, accessible, and high-performing public and authenticated web applications and design systems that deliver impactful experiences for users and the right outcomes for stakeholders. Develop and maintain React applications and component libraries that ensure consistency, efficiency, and quality across platforms. Research and leverage mature and emerging technologies to build experience prototypes and proofs of concept. Champion design-engineering collaboration through clear communication, actionable feedback, and systems-thinking mindset that bridges creativity with technical precision. *Open to relocation*.

Expertise and Skills:
Design Systems & UI Architecture: Design Systems Architecture | Component Libraries | Design Tokens | Pattern Libraries | UI Governance & Standards | System Documentation (Storybook, Knapsack, Gatsby.js)
Front-End Engineering & Frameworks: React | TypeScript | JavaScript | Next.js | Vue.js | HTML | CSS | Sass | Tailwind CSS | styled-components | WebGL/three.js
UX/UI, Interaction Design & Prototyping: UX/UI Design | Interaction Design | Prototyping | Figma | Sketch | User Flows & Wireframes | Information Architecture | Design-to-Development Handoff | Adobe Suite | Axure
Accessibility & Inclusive Design: WCAG 2.1 Compliance | A11y Testing | ARIA | Semantic HTML | Screen Reader Support | Keyboard Navigation| Inclusive Design Principles
Scalable Component Development: Reusable Component Design | Modular UI Architecture | Cross-Version React Migrations | Performance Optimization | Versioning & Release Management
Testing, Quality Engineering & Documentation: Jest | Storybook Testing | Visual Regression Testing | Unit/UI Testing | Accessibility Validation | Front-End QA | Technical Documentation
Workflow, Collaboration & Agile Delivery: Agile/Scrum | Cross-Functional Collaboration | UX/Dev Partnership | Git/GitHub/Bitbucket | Jira | FigJam | Mural | Confluence | Rally | Product & Engineering Alignment
Tooling, Build Systems & Developer Experience: Node.js | Webpack | Parcel | Rollup | Front-End Tooling | Developer Workflow Optimization | Technical Feasibility Assessment

PROFESSIONAL EXPERIENCE

EDWARD JONES, St. Louis, MO
Digital Front-End Developer / UX Designer   01/2017 – 11/2025
Design, develop and maintain scalable front-end solutions using React, Vue.js, TypeScript, Tailwind CSS, and modern frameworks. Partner with designers, accessibility specialists, and developers to deliver brand-consistent experiences and ensure accessibility compliance, design system alignment, and efficient developer workflows.
- Engineered and maintained reusable React components in AXIOM Design System, standardizing UI architecture. Supported 2,000+ designers and 3,000+ developers across 500+ public-facing and internal applications.
- Optimized design token architecture, release processes, and cross-version React migrations, improving developer efficiency, UI consistency and accessibility scores. Reduced time-to-market for new features.
- Integrated GitHub Copilot AI Coding Assistant into workflows, accelerating coding efficiency and review cycles.
- Led front-end implementation of CDN-hosted marketing microsites using Next.js, improving maintainability and user engagement while increasing brand awareness and firm recruitment.
- Owned front-end execution for responsive marketing campaign landing pages on edwardjones.com, balancing brand fidelity, performance, and experimentation to support client acquisition goals.
- Developed edwardjones.com React/TypeScript/Tailwind CSS component library, accelerating prototyping of new features.
- Directed design resources in migrating edwardjones.com UI kit and documentation into Figma, enhancing design-to-development handoff and improving User Interface consistency.
- Orchestrated front-end and UX alignment for full-site redesign and CMS replatform for edwardjones.com, influencing branding strategy, vendor assessment, and WCAG accessibility compliance efforts.
- Created interactive code prototypes and coached offshore developers in integrating browser APIs and third party libraries, preventing failure to meet design and accessibility standards and ensuring on-time delivery.
- Led design, prototyping and user research and developed Vue.js components for Starting Point lead-generation tool, resulting in 3,000+ new clients and $600M+ in assets under care.
- Designed and built React prototype for Edward Jones Match application and directed vendor designers in maintaining brand and accessibility standards, resulting in 9,000+ new clients and ~$1B in assets under care.

PROFESSIONAL EXPERIENCE - *Continued*

MASTERCARD, St. Louis, MO
Front-End Developer / Digital Project Manager   03/2015 – 01/2017
Developed responsive front-end solutions for B2E and B2B applications. Coordinated UX/UI design implementation between business stakeholders and offshore development teams. Standardized front-end page templates across web and mobile platforms.
- Engineered front-end UI prototypes for responsive web applications, improving design feasibility and streamlining development handoff.
- Researched and developed virtual reality proof-of-concept using Google Cardboard.
- Coordinated UX/UI implementation between business teams and offshore developers, ensuring timely delivery and alignment with brand and design standards.
- Established design-to-development handoff process and delivered front-end CSS specifications for Priceless branded travel application across web, iOS, and Android, improving implementation consistency and reducing rework.

FLEISHMANHILLARD, St. Louis, MO
Junior Front-End Developer / Digital Project Manager   01/2013 – 03/2015
Managed front-end design, development, and maintenance for web applications, microsites, and corporate intranets. Coordinated UX, strategy, and development across multiple teams and client sites. Ensured responsiveness, accessibility, and alignment with brand and regulatory requirements.
- Directed three yearly releases of AT&T U-verse Interactive Simulator, including UX redesign, front-end development, and shopping cart optimization for customer service applications.
- Managed AT&T Asian and European language websites, designing and developing consumer product pages and promotional content for non-English-speaking American audiences.
- Led UX, information architecture, timeline, and budget for AT&T FCC-FAA Regulatory Compliance intranet, ensuring timely launch and functional compliance.
- Maintained multiple sections and microsites of about.att.com, including quarterly earnings deployments, ensuring accuracy.
- Developed responsive WordPress themes and provided ongoing maintenance for multiple client websites, improving mobile compatibility and load performance.

EDUCATION & CERTIFICATIONS

LINDENWOOD UNIVERSITY, St. Charles, MO
Master of Business Administration
Master of Arts – Communications / Interactive Media
Bachelor of Arts – Mass Communication / Electronic Media

NIELSEN NORMAN GROUP
UX Certification - Interaction Design