



Nathan E. Pierce

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NathanEPierce.com

Experience

Web Designer & Developer . NEPTUNE CUSTOMS .

Freelance/Remote . 1/2018–Present | Consultant, web designer, and developer for a range of projects.

Web Designer & Developer . FEEDING AMERICA . *Chicago, IL* .

3/2016–1/2018 | Served as lead designer and developer for FeedingAmerica.org, the nation's largest domestic hunger-relief organization. Spearheaded UI, UX, IA, IxD, QA and QC projects. Conducted A/B and Multivariate testing with Optimizely and Google Analytics. Created wireframes, mockups, and prototypes in order to convey ideas and gain buy-in from company stakeholders. Solved inefficiencies in existing code and designs, improving the function and outcomes of donation campaigns. Reduced site-wide page load time, resulting in a 58.5% reduction on the homepage. This effort led 20% more visitors to the donation form, fostered an 87% rise in conversion rate, yielded a 50% increase in donations, and projected an annual growth in revenue of \$4-10M.

Web Designer . CDK GLOBAL/ADP/COBALT . *Seattle, WA* .

6/2011–5/2015 | Created and updated websites for car dealerships in the United States and internationally. Created custom images, logos, and icons; edited photos; devised optimal layout structure; and solved development problems—usually in a creative, unorthodox way. Accepted personal requests to complete projects, including serving as lead web designer for the Camelback Volkswagen website redesign.

Sales Associate . EXPRESS . *Seattle, WA* . 10/2010–6/2011 |

Performed regular, cross-selling and up-selling sales.

Specialist, iPhone Team, Business Team . APPLE . *Boston, MA* .

1/2010–4/2010 | Educated customers on Apple products, software, and services. Solved hardware and software issues.

Product Manager . ENDURANCE INTERNATIONAL GROUP .

Boston, MA . 1/2008–1/2010 | Managed product suite including our Domain Portfolio, Domain Privacy, Automated Domain Renewal Service and SSL Certificates. Fostered relationships with multiple registrars and our SSL provider, VeriSign. Completed market research and competitive analyses. Analyzed findings to determine trends and overall success rates of projects and promotions.

Customer Service Manager . ENDURANCE INTERNATIONAL

GROUP . *Boston, MA* . 10/2005–1/2008 | Created training material and conducted training seminars. Directed the Business, Legal, Abuse and Domain divisions of Customer Service. Served as technical expert on all legal matters.

Education

Wheaton College

Norton, MA

Bachelor of Arts, Music

Minor, Computer Science

Skills

Adobe Photoshop

Adobe Illustrator

Adobe XD

Semantic HTML5

CSS3

JavaScript

jQuery

JSON

Node.js

NPM

Webpack

Mobile-first Web Design

Responsive Web Design

Search Engine Optimization

Image Optimization

Web Performance Optimization

Awards

Go, Speed Racer Award

Site Speed & Optimization

Feeding America

9/2016

Logo Design Award Winner

Original Logo Design

CDK Global/ADP/Cobalt

7/2014

STAR Award

Exceptional Client Service

CDK Global/ADP/Cobalt

5/2013