



Nathan E. Pierce

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Profile

Web Designer and Front-End Developer with an attention to detail and a creative instinct. Driven by a passion for web performance, and an eagerness to problem solve.

Experience

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 internal UI, UX, IA, IxD, QA, and QC projects. Partnered with the Senior Manager of Analytics & Measurement Strategy on conducting a multitude of tests with Optimize.ly and Google Analytics. Led the in-depth QC and QA for all website redesigns, page updates, new pages, etc, on multiple device types in all major browsers, and developed a QC process for co-workers to follow. Addressed Information Architecture by renaming pages to be more SEO-friendly, adding breadcrumbs, regrouping pages, prioritizing content and user pathways to increase clarity and reduce clutter, and removing low-value redundant pages. 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. Shared knowledge and educated others, both within and outside the organization, by means of: training new members of the marketing team on the CMS; creating code snippets and templates for non-technical content authors, including an interactive help page to assist them in using string variables; and educating partner's developers on best practices and efficiency strategies. Most significantly, conceived, devised, managed, and personally executed a campaign to reduce site-wide page load time, resulting in a projected increase in revenue of \$4-10M annually. Briefly, this project involved forecasting a model to better understand potential returns on increased site speed; building an optimized version of the homepage, which looked identical to the user but utilized many innovative techniques to reduce the page load time; and tracking results to audit the forecast and measure changes in donation conversion rates and dollar-amounts gained. Ultimately, the improved site achieved a 50% reduction in page load time (13.07s down to 6.53s), led 20% more visitors to the donation form, fostered an 87% increase in conversion rate, and a 50% increase in donations. Given its success, immediately implemented the test version in place of the control homepage and continued to monitor page load times moving forward with the visitor's experience in mind.

WEB DESIGNER . CDK GLOBAL/ADP/COBALT . SEATTLE, WA – 6/2011-5/2015

Created and updated websites for car dealerships in the United States, Canada, Mexico and Australia. Reviewed, evaluated, and fulfilled clients' requests, while keeping good design practices in mind. Created custom images (including logos and icons), edited photos, devised optimal layout structure, and solved development problems—usually in a creative, unorthodox way. Proposed new processes and system

tools that would improve efficiency and organization, and therefore increase customer satisfaction. Educated co-workers regarding our system, best practices, and web design and development, in general. Volunteered to help other departments complete projects, as needed. Accepted personal requests to complete projects, including serving as lead web designer for the Camelback Volkswagen website redesign, managing the Fletcher Group of dealerships Specials Program, joining the redesign and dealer groups teams, and assisting the Owner Marketing team in completing digital ads and landing pages for multiple dealers' marketing campaigns.

SALES ASSOCIATE . EXPRESS . SEATTLE, WA – 10/2010-6/2011

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

SPECIALIST, IPHONE TEAM, BUSINESS TEAM . APPLE . BURLINGTON, MA – 1/2010-4/2010

Educated customers on Apple products, software, and services. Solved hardware and software issues.

PRODUCT MANAGER . ENDURANCE INTERNATIONAL GROUP . BURLINGTON, MA – 1/2008-1/2010

Managed product suite including our Domain Portfolio—with over 850k domains under management, Domain Privacy, Automated Domain Renewal Service and SSL Certificates. Managed relationships with multiple registrars, including Tucows, Network Solutions and eNom, and our SSL provider, VeriSign. Completed market research and competitive analyses. Created and managed promotions. Developed and oversaw the completion of multiple projects. Analyzed findings to determine trends and overall success rates of projects and promotions.

CUSTOMER SERVICE MANAGER . ENDURANCE INTERNATIONAL GROUP . BURLINGTON, MA – 10/2005-1/2008

Assisted 800+ Front Line Agents, 150+ Tier 2 Specialists, 75+ Supervisors with customer complaints, questions and issues. Supported 600k customers via phone and email on all questions and concerns. Created training material and conducted training seminars. Directed the Business, Legal, Abuse and Domain divisions of Customer Service. Worked directly with our in-house lawyer, government agencies, and other lawyers, on all legal matters, including: spam; credit card fraud; libelous, phishing, and fraudulent websites; other Terms of Service violations; and subpoena requests.

Education

Wheaton College, Norton, MA—Bachelor of Arts (Music), Minor (Computer Science)—cum laude—2005

Skills

Adobe Creative Cloud (including Photoshop, Illustrator, XD). Semantic HTML5. CSS3. JavaScript. jQuery. JSON. Mobile-first, Responsive Web Design. Search Engine Optimization. Image Optimization. Web Performance Optimization.

Awards & Qualifications

STAR AWARD . CDK GLOBAL/ADP/COBALT – 5/2013

LOGO DESIGN AWARD WINNER . CDK GLOBAL/ADP/COBALT – 7/2014

GO, SPEED RACER AWARD . FEEDING AMERICA - 9/2016