# Nathan Kowalski

Marketing Specialized Full-Stack Developer

nathan.kowalski@gmail.com  |  415.570.3663  |  nathankowalski.io



## Experience

### Senior Full-Stack Developer

Smashtech  |  *December 2019 - Present*  |  San Diego, CA

- Architect new e-commerce platform (Shopify) including backend setup, and custom theme (Alpine JS) maintaining key business requirements.

- Prototype and develop new potential web platforms (React, React Router, TypeScript) in support of new CRM.

- Develop and maintain multiple applications involving both front-end (Angular, Payload CMS) and back-end (NodeJS, REST APIs, MongoDB).

- Implement and optimize deployment processes for multiple end-to-end environments (AWS, CircleCI, CI/CD Pipelines).

- Lead development and setup success metrics (Google Tag Manager, Google Analytics) on multiple A/B test features for increased revenue.

### Web Developer II

ESET North America  |  *January 2019 - December 2019  •  1 year*  |  San Diego, CA

- Maintain and optimize e-store product pages and order funnels on both client (AngularJS) and server side (PHP, Netsuite).

- Implement site tracking functionality for a variety of analytic platforms (Adobe, Google, Eloqua).

### Senior Web Developer

American Advisors Group  |  *August 2018 - December 2018  •  5 months*  |  Irvine, CA

- Develop PHP template files with custom fields to enable non-technical business users to update front-end content (Wordpress).

- Define requirements and tools (InVision) for web designers to collaborate efficiently with developers.

- Assist digital marketing team with technical implementation of tags (Google Tag Manager) and event tracking (Google Analytics).

- Troubleshoot and implement fixes to ensure website compliance with accessibility standards.

### Senior Web Development/Designer

Experian Consumer Services  |  *May 2013 - August 2018  •  5 years 4 months*  |  Costa Mesa, CA

- Coordinate closely with web designers and stakeholders to achieve business requirements and execute marketing strategies on the front-end.

- Manage entire websites on multiple domains, in multiple environments, using traditional code repositories (Git) or an in-house CMS.

- Write injectable front-end code recipes and setup campaigns for A/B testing (Adobe Target Standard).

- Contribute to Experian global rebrand with new codebase (Git repo, SASS framework) and design (living style guide, modularized components).

- Maintain expertise in an ever-evolving list of web (Bootstrap, SASS), design (Sketch, Photoshop), and management (Wrike, Asana) tools.

## Education

San Diego State University

Bachelor of Applied Science, Information Systems

*2007 - 2009*

San Francisco State University

General Education

*2004-2006*

## Skills

Code - JS/TypeScript, HTML, CSS, PHP, Liquid

Frameworks - Angular, React, NextJS, React Router, GatsbyJS

Backend - Apollo, GraphQL, NodeJS, Express, REST APIs

CMS - Sanity, Payload, Wordpress

Architecture - AWS, CircleCI, CI/CD Pipelines, NPM, Git

Database - MongoDB, SQL

Design - Figma, Adobe CS, Canva