

Nathan Kowalski

Senior Front-End & Full-Stack Web Developer

San Diego, CA | nathan.kowalski@gmail.com | 415-570-3663 | nathankowalski.io



Summary

Senior Front-End & Full-Stack Web Developer with 15+ years of experience building high-performance web applications and digital user experiences. Expert in JavaScript, modern frameworks (Angular, React), component-driven architecture, and responsive UI design. Proven track record of leading complex technical migrations, scalable front-end systems, and integrating REST APIs with automated CI/CD workflows.

Experience

Senior Full-Stack Developer

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

- Architect and build critical web applications using Angular to support enterprise CRM and marketing initiatives.
- Engineer and maintain full-stack application features using Node.js, Express, REST APIs, MongoDB, and Payload CMS.
- Lead front-end development, component architecture, and CRO initiatives utilizing JavaScript and automated A/B testing frameworks.
- Implement CI/CD deployment pipelines, automated build processes, and cloud hosting infrastructure via AWS and CircleCI.
- Instrument robust web analytics, user behavior tracking, and conversion funnel integrations across multiple web properties.

Web Developer II

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

- Maintained and optimized high-traffic web pages and digital checkout funnels using AngularJS, JavaScript, and PHP/NetSuite integrations.
- Implemented client-side analytics and marketing automation tracking across web properties using Adobe Analytics, Google Analytics, and Eloqua.

Senior Web Developer

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

- Developed custom PHP-based WordPress templates, content structures, and reusable components to empower cross-functional content teams.
- Established design-to-development collaboration workflows using InVision and Figma.
- Configured Google Tag Manager (GTM) and Google Analytics custom event tracking.
- Audited and remediated web assets to ensure WCAG accessibility and web standard compliance.

Senior Web Development/Designer

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

- Engineered scalable front-end marketing applications and web experiences aligned with enterprise business objectives.
- Managed version control (Git) and multi-domain deployment workflows across complex development, staging, and production environments.
- Developed modular front-end components and statistical A/B testing templates using Adobe Target.
- Contributed to a enterprise-wide rebrand by co-authoring a modular codebase, SASS framework, and living style guide/design system.

Education

San Diego State University

Bachelor of Applied Science, Information Systems
2007 - 2009

San Francisco State University

General Education
2004-2006

Skills

Frontend: JS, HTML, CSS/SASS, Tailwind, Liquid

Frameworks: Angular, AngularJS, React, Gatsby

Backend & APIs: Node.js, Express, REST APIs, PHP

CMS & Platforms: Payload, WordPress, Shopify

Architecture/DevOps: AWS, CircleCI, CI/CD, Git, NPM, Webpack

Database: MongoDB, SQL

Analytics/CRO: GTM, GA4, Adobe Analytics, Adobe Target

Design/Collaboration: Figma, Adobe CS, InVision,
UI/UX Design Systems, Accessibility (WCAG)