

Nathan Kowalski

Marketing Specialized Full-Stack Developer

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



Summary

Marketing-specialized full-stack developer with 15+ years of experience building and optimizing web and e-commerce experiences. Expert in Shopify theme and storefront development, modern front-end frameworks, analytics, and A/B testing. Leverages, but not reliant on, AI and automation tools to accelerate delivery. Focused on scalable, data-driven solutions that improve conversion and revenue.

Experience

Senior Full-Stack Developer

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

- Led Shopify e-commerce platform setup and theme development using Liquid and Alpine.js, including backend configuration and Shopify apps.
- Built new web platforms using React, React Router, and TypeScript in support of CRM and marketing initiatives.
- Developed and maintained applications across front end and back end using Angular, Node.js, REST APIs, MongoDB, and Payload CMS.
- Implemented CI/CD and deployment automation across environments using AWS and CircleCI.
- Delivered analytics and A/B testing instrumentation using Google Tag Manager and Google Analytics to optimize conversion and revenue.

Web Developer II

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

- Maintained and optimized e-store product pages and checkout funnels using AngularJS and PHP/NetSuite.
- Implemented marketing and analytics tracking across platforms using Adobe Analytics, Google Analytics, and Eloqua.

Senior Web Developer

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

- Built WordPress templates and custom fields using PHP to enable business teams to update front-end content.
- Defined collaboration workflows and tooling with design teams using InVision.
- Implemented Google Tag Manager and Google Analytics event tracking.
- Improved site accessibility and compliance through targeted fixes.

Senior Web Development/Designer

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

- Delivered front-end marketing experiences aligned to stakeholder requirements and business objectives.
- Managed multiple domains across environments using Git and in-house CMS tools.
- Built reusable front-end components and A/B testing templates using Adobe Target.
- Contributed to global rebrand with new codebase, SASS framework, and living style guide.

Education

San Diego State University

Bachelor of Applied Science, Information Systems
2007 - 2009

San Francisco State University

General Education
2004-2006

Skills

Frontend: JavaScript, TypeScript, HTML, CSS, Liquid

Frameworks: React, Next.js, Angular, Gatsby, React Router

Backend: Node.js, Express, REST APIs, GraphQL, Apollo

CMS: Shopify, WordPress, Sanity, Payload

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

Database: MongoDB, SQL

Analytics/Marketing: GTM, GA, Adobe Analytics, Adobe Target

Design/Collaboration: Figma, Adobe CS, Canva, InVision