Nathan Crenshaw

SENIOR UI ARCHITECT / PRINCIPLE FRONTEND DEVELOPER

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Leader and hands-on frontend developer with a background in design. Passionate about continual growth as a practitioner of modern technology, while serving as a teacher and mentor to colleagues and peers. Experienced in creating estimates, constructing staffing plans, and ensuring quality delivery for a wide breadth of projects.

CORE COMPETENCIES

Javascript, HTML/CSS, SASS/LESS, Angular/AngularJS, ReactJS, NodeJS, Web Accessibility, D3.js, WebPack & Build Tools, GIT Source Control, Adobe Creative Suite

PROFESSIONAL EXPERIENCES & INTERESTS

Agile Methodologies, Data Visualization, Graphic Design, Interaction Design, User Experience

WORK HISTORY

The Coca-Cola Company

Coca-Cola Freestyle - Senior UI Architect, UI Team Lead   *2018 - Present*

Managed and led all user interface development for the Coca-Cola Freestyle platform. Developed and supported eight different Freestyle applications across 50,000+ touch-screen dispensers, used by millions of users worldwide. Created UI/UX designs for a variety of consumer and internal facing applications. Responsible for all hiring and performance enablement for the Freestyle UI Team.

- *Freestyle Mobile Pouring*

  In response to COVID-19, worked with a small team to design, build, and deliver a contact-free solution for the entire fleet of Coca-Cola Freestyle dispensers, allowing users to select and pour a beverage without touching a dispenser. Responsible for all client-side development for consumer and technician facing applications associated with the contact-free solution for a variety of hardware platforms. Applications were designed, developed, tested, and deployed in a less than 8 weeks.

- *FOS Non-consumer User interface*

  Completely rebuilt and simplified the technician facing user interface for the fleet of Coca-Cola Freestyle dispensers. Created a modern, ReactJS web application, optimized to perform on modern hardware as well as 10-year-old underpowered legacy machines.

- *Consumer Engagement*

  Designed and built the dispenser side user interface for the Coca-Cola Freestyle Consumer Engagement application.

Goods & Services, LLC

Director of Experience Technology   *2017 - 2018*

Ran the technology arm of a boutique design startup, delivering digital experiences ranging from cutting-edge data visualizations to virtual reality applications.

- *JP Morgan Chase*

  Sole developer for "Smart Spending" retirement planning dashboard. Use Angular and D3.js to create dynamic and interactive data visualizations.

- *Oliver + Rain*

  Worked closely with the client and design team to deliver e-commerce site for startup children's clothing brand.

- *ARTPAPERS*

  Provided technological guidance and creative input for ARTPAPER's transformation from a print to a digital publication. Built a unique online experience that provided access to ARTPAPER's content, while maintained the magazine's avant-garde style.

BackBase

Senior Frontend Consultant   *2016 - 2017*

Collaborated with clients and development team to create customized online solutions for banks and credit unions. Acted as a mentor and trainer for internal and external stakeholders and developers.

- *Federal Home Loan Bank of Boston*

  Led a UI team to create dozens of widgets for the FHLBB online banking experience.

SapientNitro

Manager of Interactive Technology   *2012 - 2016*

Managed a locally and globally distributed team to build a variety of robust web applications.

- *UPS.COM*

  Led a team to rebuild a responsive transformation of UPS.com, which had been using the same design and web applications that were developed 13 years prior. Owned the entire UI architecture and created style guides for the new product. Worked very closely with the customer's design and technology teams to create a beautiful update to their flagship web site.

- *Coca-Cola Brand HUB*

  Created an Angular application for the Coca-Cola marketing team to organize and disseminate marketing materials and photo libraries.

The Weather Channel

Senior Web Applications Developer   *2011 - 2012*

Instrumental in the 2012 weather.com redesign, creating the prototype for The Weather Channel's first responsive website. Wrote the coding standards documentation for the frontend development team.

EDUCATION

Georgia Southwestern State University

Baccalaureate of Fine Arts   *2003*