

Nathan Crenshaw

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Designer-turned-engineer with a sharp eye for user experience and a deep commitment to accessibility, mentorship, and building inclusive, high-impact digital products. Dedicated to continual growth as a modern technologist, while supporting and uplifting peers through knowledge sharing and collaboration.

CORE COMPETENCIES

JavaScript, TypeScript, HTML/CSS, SASS/LESS, React/ReactJS, Angular, NodeJS, Web Accessibility (WCAG/ARIA), Design Systems, D3.js, WebPack & Build Tools, GIT Source Control, Figma, Adobe Creative Suite

PROFESSIONAL EXPERIENCES & INTERESTS

Accessibility & Inclusive Design, Agile Methodologies, Data Visualization, Design Systems Architecture, Graphic Design, Interaction Design, Mentorship & Training, Public Speaking, User Experience

WORK HISTORY

Amazon

Design Technologist / Web Accessibility SME - Brand Innovation Lab - US Autos

2022 - Present

Lead the development of cutting-edge advertising experiences for major automotive brands, including Toyota, Honda, and Ford. Bridge design and technology to create innovative and impactful digital campaigns.

- Serve as Subject Matter Expert (SME) in Web Accessibility, providing guidance and solutions to ensure inclusivity across web platforms
- Developed and facilitated organization-wide accessibility training programs for the Brand Innovation Lab, elevating awareness and implementation of accessibility best practices across teams
- Created comprehensive training tools and remediation mechanisms to address accessibility challenges, empowering teams to create more accessible content
- Designed and built two Figma plugins focused on improving accessibility, streamlining workflows, and ensuring compliance with accessibility standards across design systems
- Led cross-functional accessibility initiatives, collaborating with designers, developers, and product managers to integrate inclusive practices throughout the development lifecycle
- Created unique vehicle showcases for Amazon Fire TV using traditional web technologies, ensuring accessible experiences
- Developed custom campaign landing pages ranging from traditional brochure pages to highly interactive experiences with 3D assets and augmented reality

Frontend Engineer - Amp (Amazon Music)

2021 - 2022

Amp is a creator-first product enabling them to broadcast their rich audio creations live and on-demand to millions (75MM+ Amazon Music customers and Alexa's 50MM+ monthly active) of listeners on mobile and Alexa-enabled devices.

- Built the creator experience for the main iOS Amp product, specializing in user experience development (interaction, animations, etc.)
- Developed both creator and listener experiences for audio advertising within the iOS Amp product, requiring collaboration with multiple teams across Amazon
- Transitioned into the Amp Design team as an embedded engineer, influencing the creative direction of the product

- Created guidelines and conducted trainings for the entire Amp engineering organization to socialize standards in accessibility, best practices, and general design-focused issues
- Built a UI library used by all developers across the Amp organization, emphasizing accessible component design

The Coca-Cola Company

Coca-Cola Freestyle - Senior UI Architect, UI Team Lead

2018 - 2021

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 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. Used 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 maintaining 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 website.
- 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