Nate Paul

Frontend Developer / Design Lead / UI/UX Specialist

natepaul.design
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Work Experience

Concordia Publishing House Saint Louis

Ecommerce Manager / May 2022 – Present
Leads an agile development team, managing the end-to-end performance, scalability, and optimization of an enterprise ecommerce website cph.org.

Oversees UX strategy and execution across multiple websites ensuring seamless user experiences that drive conversations and engagement

Collaborates with cross-functional teams—including marketing, design and product—to align ecommerce solutions with business goals.

Develops and maintains customer frontend solutions using HTML, CSS, JavaScript and Wordpress, balancing aesthetics with functionality.

Ensure platform security, accessibility, and performance through continuous monitoring, updates and best practices.

Manager, Digital Design / Aug 2015 – May 2022
Managed teams and processes to work through competing demands on projects. Led, trained, and developed staff for maximum effectiveness in support of goals. Developed and maintained corporate brand style guidelines.

Lead Digital Designer / May 2013 – Aug 2015
Integral contributor to formation of new design team, culminating in appointment as team lead. Led design projects for product design, front-end web development and digital design.

Web Designer / May 2012 – May 2013
Designed and coded email templates that increased performance far above industry standard benchmarks. Designed marketing material for book promotions. Worked directly with Ecommerce Manager and IT to enhance an aging web platform.

Nine Network (KETC) Saint Louis

Web Manager / October 2010 – May 2012
Designed and coded multiple platforms such as ninenet.org. Served as consultant on various nationwide PBS projects. Developed and implemented online strategies, digital media, online communities and social connections. Analyzed all web production and properties to optimize online performance.

Multimedia Designer / March 2009 – October 2010
Redesigned 36 page bi-monthly magazine, designed communication materials for special events such as emails, invitations, flyers and event programs. Designed and directed graphic treatments for the documentary film "A Time for Champions". Also developed Brand Guidelines for the nationwide roll-out of the program "Facing the Mortgage Crisis".

Intaglio Creative Saint Louis

Designer / February 2008 – January 2009
Created and maintained company brands, designed and coded interactive websites. Led the art direction of Barnes-Jewish West County Hospital's website barnesjewishwestcounty.org.

Education

University of Missouri – Saint Louis

2002 – 2006
Graduated May 2006 with Honors – Bachelor of Fine Arts in Graphic Design.

Adobe Certified Professional – Adobe Commerce Business Practitioner

2022
The certification validates foundational proficiency in Adobe Commerce, demonstrating an understanding of how to leverage its functionality to meet Ecommerce business goals according to best practices

Skills

Development
Frontend Development, Wordpress, HTML5, CSS, Bourbon Sass, Tailwind CSS, JavaScript, JQuery, PHP, Email Template Development

Design
Figma, Sketch, Prototyping, Interface Design, Information Architecture, Marketing Design, A/B Testing, Web Analytics, Photo Editing, Video Editing, Branding

Leadership
Coaching, Performance Evaluation, Project Scope Analysis, Design Effectiveness Reporting, Task Prioritization, Design Critic Facilitation, Team Training

Extracurriculars

GOOD Ideas for Cities (St. Louis)
Collaborated with diverse team to solve issues related to the fragmentation of St. Louis city and county governments. Designed final presentation of the teams ideas, unveiled live at GOOD Ideas Event to local government and media.

Salem Lutheran Church and School Branding Committee and Internet Committee
Rebranded church and school to reflect the new vision and mission statement. Website design and development.