

# Nate Paul

Design Lead / UI/UX Specialist / Frontend Developer

## Work Experience

### Concordia Publishing House Saint Louis

Ecommerce Manager / May 2022 – Present

Lead an agile development team, managing the end-to-end performance, scalability, and optimization of an enterprise ecommerce website cph.org.

Define UX strategy and execution across multiple digital platforms ensuring seamless user experiences that drive conversions and engagement.

Partner with marketing, design and engineering to align roadmap priorities with measurable business outcomes and user impact.

Maintain platform stability and security by implementing continuous monitoring, performance improvements and best practices.

### Manager, Digital Design / Aug 2015 – May 2022

Managed design team and workflows, balancing competing project demands and priorities.

Led end-to-end design for multiple web and app products, including research synthesis, journey mapping, IA, interaction design, and high-fidelity UI.

Collaborated with engineers and stakeholders to make strategic product decisions that balanced user needs, technical feasibility, and business value.

Facilitated design reviews to align stakeholders around user insights, design rationale, and product direction.

### Lead Digital Designer / May 2013 – Aug 2015

Built and maintained design systems used across multiple teams, covering typography, color, inputs, navigation patterns, accessibility rules, and code-aligned components.

Developed scalable design patterns and component libraries that accelerated development and ensured cross-product consistency.

Introduced guidelines for responsive layouts, interaction timing, and content structure, improving clarity and reducing QA issues.

### Web Designer / May 2012 – May 2013

Designed high-performing email templates, created book promotion materials, and collaborated with ecommerce and IT teams to modernize an aging web platform.

### Nine Network (KETC) Saint Louis

Web Manager / October 2010 – May 2012

Designed and developed digital platforms like ninenet.org, consulted on nationwide PBS initiatives, and implemented online strategies to optimize web performance and audience engagement.

### Multimedia Designer / March 2009 – October 2010

### Intaglio Creative Saint Louis

Designer / February 2008 – January 2009

### Kraft Design Saint Louis

President and Designer / June 2006 – present

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## 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

### Design

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

### Development

Frontend Development, Wordpress, HTML, CSS, Bourbon Sass, Tailwind CSS, JavaScript, JQuery, PHP, Bootstrap, Git, Email Template Development

### 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.