

# Nathan Baldwin

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[Linkedin](#)

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[Portfolio](#)

**SKILLS** Python, Javascript, React, PostgreSQL, SQLAlchemy, Sequelize, AWS, Node, React, Redux, Flask, Jinja, Git, HTML5, CSS3

## PROJECTS

**DevQuest** (Python, Javascript, Flask, SQLAlchemy, React, Redux, AWS, HTML5, CSS3)

[Live Site](#) | [Github](#)

*A full-stack single-page web game app where players battle common programming bugs to become full-stack engineers.*

- Engineered a PostgreSQL database using the Flask package.
- Produced a single-page React frontend managed by a global context game state.
- Constructed a Redux store to make game and character data persistent and to reduce server calls.
- Scripted unique game interactions utilizing React and Redux as a “game engine.”
- Crafted a “cybernetic” theme using CSS3 and custom game art produced by AI image generator Midjourney.
- Utilized an AWS S3 bucket for hosting game art.

**Rignite** (Python, Javascript, Flask, SQLAlchemy, WTForms, React, Redux, AWS, HTML5, CSS3)

[Live Site](#) | [Github](#)

*A full-stack eCommerce store selling artsy and thematic gear for computer enthusiasts.*

- Cooperated in a team of four to engineer a PostgreSQL database using the Flask package.
- Solved a major database design issue related to tracking product order batches.
- Assembled the product feature, including forms, validation logic, and server routes.
- Created a unique solution for preserving data related to sold-out or unavailable products.
- Coordinated my team’s shared Github project and managed feature branch merges and conflicts.

**Club Pilates Unbounce Suite** (Javascript, HTML5, Unbounce, CSS3, Webhooks)

*A suite of Unbounce landing pages for capturing new customers for a Pilates fitness studio franchise.*

- Developed a suite of Unbounce landing pages that increased lead conversion from 27% to 41%..
- Innovated a webhook to link Unbounce landing page form submissions to Club Pilates’s club management software API.
- Customized landing pages and associated forms with Javascript, HTML, and CSS3.

## EXPERIENCE

**Club Pilates, Regional Developer** Madison, WI and Chicago, IL

November 2016 – January 2022

- Conducted due diligence of the Club Pilates Franchise opportunity, including an audit of initial investment and construction requirements, break-evens for ramp up, and discounted cash flow analysis.
- Developed and led execution of member acquisition strategy, driving initial ramp up to 1,250 members and \$1,800,000 in annual recurring revenue.
- Hired and trained over 60 staff members, including regional management staff.

**Bloom Investment Group, Founder and CEO** Chicago, IL

January 2012 – January 2017

- Redeveloped a multifamily rental property purchased for \$1.35M with \$500,000 in investment, and sold for \$4.35 two years later.
- Negotiated customized financing with local banks, including short, 15-year amortization periods, reduced origination costs, and open prepayment options.
- Created an in-house construction team that reduced the cost of redevelopment by 34% compared to quoted costs.

## EDUCATION

**App Academy** New York, NY

2023

- Full-time App Academy student.

**University of Chicago** Chicago, IL

2004-2009

- BS, Biology. BA, English.