



Nelson S. Chang

Creative Technologist / Front-End Developer

ABOUT ME

I'm a UX-proficient Creative Technologist with a focus on front-end development and a trained eye for design details. I enjoy the process of ideating and prototyping to progressively make improvements on concepts in development.

EDUCATION

Northwestern University — Evanston, IL

B.A., Psychology

September 2011 – June 2015

CONTACT

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SOCIAL

 github.com/neldotpng

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SKILLS & EXPERTISE

Languages & Libraries

HTML5	THREE.js
CSS3/SCSS	D3.js
JavaScript ES6	WebGL/GLSL
React	GSAP
React Native	

Design Tools

Sketch	Webflow
Figma	Adobe CC

Workflow

Jira	Git
Trello	Notion
Asana	

Exploring Technologies

React-Three-Fiber	Three Shading Language
Vue	Svelte
Blender	

EXPERIENCE

NEW YORK TIMES — Brooklyn, NY

Front End Developer

May 2021 – August 2023

- Led front-end development efforts on T-Brand Paid Posts with a strong emphasis on usability, ensuring visually engaging user interactivity; stand-alone webpages were developed using Vite to compile Pug templates with SCSS and vanilla JavaScript
- Developed reusable, responsive ad templates, optimizing for performance and flexibility across multiple campaigns
- Collaborated with design and production teams to determine timelines, feasibility, and create POCs for upcoming projects

FREELANCER — Brooklyn, NY

Design & Front End Development

June 2019 – Present

- Designed and developed a website for a non-profit organization using Webflow, enabling continuous site updates through the use of Webflow's CMS
- Contracted with Elephant NY to develop a high fidelity POC with React, as well as a high-fidelity React-Native prototype for user-testing
- Contracted with the New York Times' T-Brand Studio to develop interactive Paid Posts

TRUTH LABS (Perficient Digital Labs) — Chicago, IL

Front End Engineer

June 2017 – May 2019

- Collaborated with back-end developers on interactive-heavy marketing sites and paired with other front-end developers to create high-fidelity prototypes and POCs
- Gained hands-on experience with 3D web technologies including THREE.js, Unity, and Apple's USDZ format for AR
- Contracted as a front-end developer at Facebook, contributing to a large codebase and working across multiple environments (React and Hack)
- Explored additional technologies in React Native, Angular 4, Dialogflow, and VR

TRUNK CLUB — Chicago, IL

Front End Designer

February 2016 – May 2017

- Sole front-end developer for Trunk Club's marketing website rebrand, completing 2 full redesigns and developing reusable site templates
- Created a self-sustaining microsite for press releases, a gift card purchasing flow, and rebranded email templates
- Collaborated with designers to establish brand microinteractions and animations to be used across the marketing site

DESIGNATION — Chicago, IL

Designer-in-Residence

October 2015 – January 2016

- Led student stand-ups, advising on project direction, design, and development
- Developed internal web pages using HTML, CSS, and JavaScript and assisted with virtual lessons