Nate van der Vis

Design Engineering

About Me

I'm a creative technologist who uses design and development to make web experiences that are both expressive and easy for teams to manage.

https://nates.work

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Experience

Sr. Frontend Developer @ Bold Commerce
July 2014 - Jan 2024, Winnipeg, Canada

Led a large-scale project to replatform our marketing properties from older technologies to a custom modeled Sanity studio for our content and a React frontend using NextJS.

Designed and built systems that allowed for personalization, experimentation, and iteration by embracing structured content, component-based frontends, and serverless functions.

Designed and built custom interactive graphics and animations with HTML, SVG, CSS, and JS (vanilla or with libraries such as framer-motion).

Integrated analytic suites, data enrichment, and CRMs including Google Analytics, Google Tag Manager, HubSpot, Clearbit, and Hotjar.

Built highly optimized, resilient, and efficient websites. Improved site build times from 35 minutes to less than 2 minutes and local changes from 20 seconds to instant hot reloading.

Supported product marketing, demand gen campaigns, legal team requirements, HR initiatives, and other team requests with design and web development.

Designed and built demo stores to showcase product functionality on platforms such as Shopify, BigCommerce, WooCommerce, and commercetools.

Used Figma to create reusable components, full site mockups, and clickable prototypes.

Shared knowledge with the team through lunch-and-learns, mentoring, and team building design exercises (Viva la Trash Dinosaur).

Prior roles included:

Sr. Web Designer - Custom Solutions
Worked with clients and our sales teams to help understand project requirements and scope potential solutions. Designed and developed themes for brands migrating to Shopify Plus.

Lead Designer - Labs Team
Joined our Labs team to help shape and bring to market new products in video commerce and creator community monetization.

Web Designer - Shopify Experts Team
Designed and developed themes for brands on Shopify.

Web Designer @ Modern Earth
Oct 2012 - July 2014, Winnipeg, Canada

Designed and developed custom WordPress sites for organizations of various sizes.

Education

Digital Media Design, 3D Graphics Major @ Red River College
Graduated June 2012, Winnipeg, Canada

Focused on visual effects workflows, particularly lighting, rendering, and post-production.

Extras

Co-host of International Feel, a radio show that looks back at a world full of obscure funk, soul, and disco music.

Amateur tree farmer.