# Nate van der Vis

Design Engineering

## About Me

I'm a Designer and Creative Technologist who makes web experiences that are expressive, cutting edge, and easy for people to manage.

I also co-host "International Feel" — a weekly radio show that looks back at a world full of obscure funk, soul, and disco music.

https://nates.work

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## Experience

### UI/UX Designer @ Glacier FarmMedia

*Sept 2024 - Current - Winnipeg, Canada / Remote*

Identified and addressed usability issues and design opportunities across our app portfolio to enhance the overall user experience of our products.

Designed internal tools for the content team to efficiently manage and structure data from the equipment database, reducing content creation time from 1 hour to 5 minutes while increasing data reliability.

Spearheaded the launch of an equipment research section of the site to attract new users and increase activation utilizing our new structured data and generative AI tools.

### Sr. Frontend Developer @ Bold Commerce

*Nov 2020 - January 2024 - Winnipeg, Canada / Remote*

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 websites that allow for personalization, experimentation, and iteration by embracing structured content, component-based frontends, and serverless / edge technologies.

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 design systems, full site mockups, and clickable prototypes.

*Other roles included:*

**Sr. Web Designer - Custom Solutions** *August 2017 - Nov 2020*
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 Product Designer - Labs Team** *June 2016 - August 2017*
Joined our research and development team to help shape and bring to market new products in the video commerce and creator community monetization spaces.

**Web Designer - Shopify Experts Team** *July 2014 - May 2016*
Designed and developed themes for brands on Shopify.

**Web Designer @ Modern Earth** *Oct 2012 - July 2014*
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.