

Product Design Portfolio

Nathan Stanton · 2018

Biography

Nathan Stanton is a product and design lead based in Brooklyn. He has experience both as an individual contributor and manager bringing to life digital consumer products.

Design

Prototyping and UX Flows

Creative and Brand Design

Production for both digital and print

Front-end Design Systems and CSS Frameworks

User Testing & Interviews

Product Management

Managed teams of PMs, Product, and Visual Designers.

Research, planning and coordination of product, design, and engineering to scope and build complex digital products.



ROBIN HOOD

amazon

hopscotch

MINIBAR

codecademy

Google Express

Blue Apron

Haven Life

TORY BURCH

GLAMSQUAD

Quilt

FRESHLY

GAMECHANGER

H U B B L E

SHARE LOCAL MEDIA

STASH

Arcadia Power

Paul Evans

fundera

gobble

Codecademy

Rebranding w. Pentagram, web & app product design.

Before

Existing site is inconsistent and difficult to build fresh experiences on with a huge variety of stylesheets and a myriad of design conventions.

The image displays a collage of screenshots from the old Codecademy website, illustrating its inconsistent design and complex structure. The pages shown include:

- Engineering Page:** Features a large blue header with the word "Engineering". The sidebar on the left lists "About Codecademy", "Our Mission", "Meet the Team", "Jobs", "Engineering" (with a dropdown menu), "Press", and "Blog".
- Fellowship Page:** Shows a photo of people working and the heading "{Codecademy Fellowship}".
- After-School Programming Page:** Features a teal header with "AFTER-SCHOOL PROGRAMMING" and a call to action: "Start a coding club at your school, even if you're a beginner too." It includes a sign-up form and a testimonial section with three quotes from educators.
- Stories Page:** A world map with a grid of stories. One visible story is about Marcus Gabilheri, who moved from Oklahoma to San Francisco to learn Android development while waiting for his visa.
- Language Selection:** A section titled "Learn to code while building a real project" with options like "About You" (estimated time: 30 min) and "Sun, Earth, and Code" (estimated time: 30 min).
- Language Selection (continued):** A grid of language icons and names: HTML & CSS (jQuery), Java (Java), PHP (Python), and APIs (Stay).

The overall layout is cluttered with many different styles and colors, reflecting the challenges of maintaining a single, cohesive design across multiple pages.

Project

We worked with Pentagram to develop the new brand identity and then took the idea and built out a flexible design system that we could implement throughout the product.

My role

One of two in house product designers. Worked closely with my engineering group to build out the front-end style guide.

Additional credits

Eddie Opara at Pentagram & Manuel Lima in house.

The image displays a detailed UI design system for a platform called Codecademy. The system is organized into several main sections:

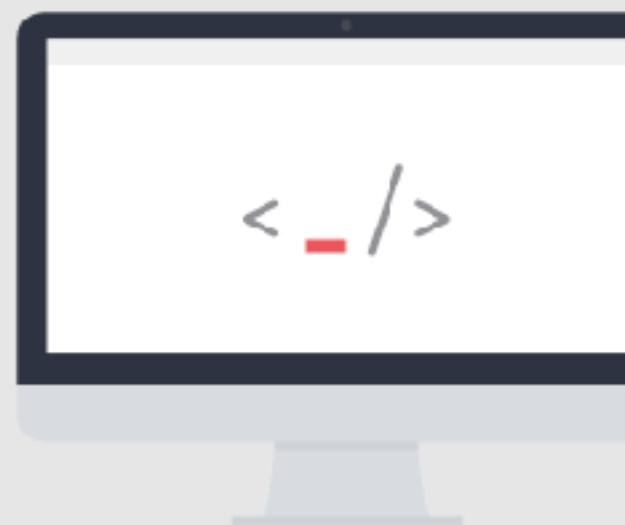
- Header:** Shows various header variations with different navigation patterns and colors.
- Footer:** Shows footer variations with different layout options.
- UI Modules:** A large section showing a grid-based layout system with various components like cards, buttons, and dropdowns.
- Forms:** Examples of different form types including sign-up, sign-in, and search forms.
- Colors:** A color palette with names like "Light Blue", "Dark Blue", "Red", "Orange", "Yellow", "Green", "Blue", and "Purple".
- Buttons:** Examples of primary and secondary buttons with different styles and themes.
- Typography:** Examples of different font styles and sizes.
- Grids:** Examples of grid-based layout systems.
- Examples:** A large section showing real-world examples of the design system applied to different parts of the application, such as the login screen, course lists, and footer designs.

Each component in the system includes detailed styling notes and code snippets for implementation.

One of the many landing pages we tested out.

Learn to code interactively, for free.

SIGN UP AND START CODING IN SECONDS.



Email
Password
Username

SIGN UP

Google

Facebook

By signing up, you agree to our Terms of service

How can coding help you?

Hear how Tommy went from knowing nothing about code to building one of Time's '50 Best Websites' after learning with Codecademy.



Project

Prototyped & launched in 8 weeks a native learn to code experience. Generated a theory for developing compelling learning model for coding education on mobile.

While the CC hour of code app generated excitement from users & generated millions of downloads Codecademy decided to move away from native development.

After we shut down development other folks iterated on the idea and rolled out a wide variety of similar mobile learn to code native apps.

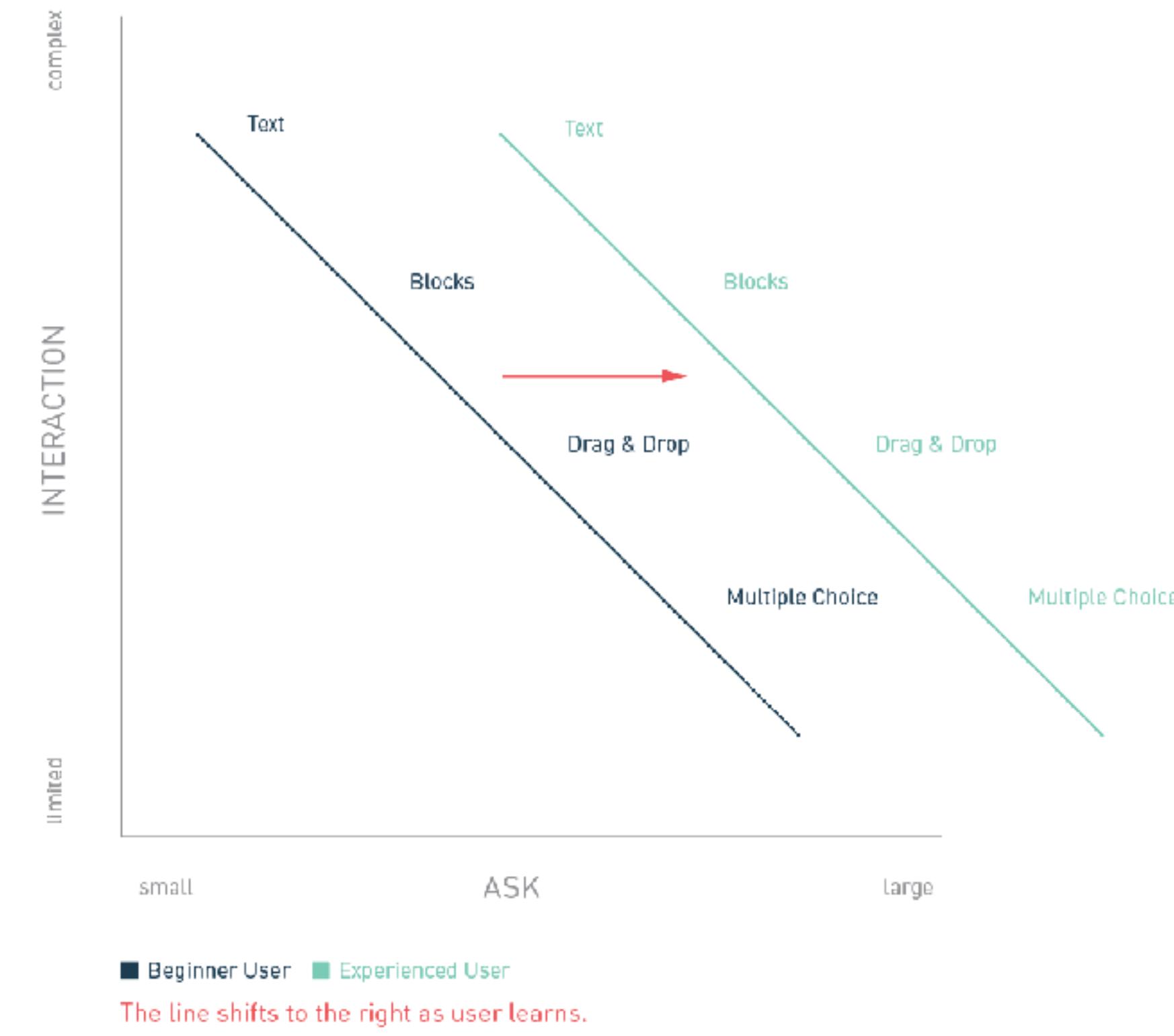
My role

Product & Design

Press coverage

Guardian

LESSON MODEL



[Link to one pager on input model](#)

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My role

Product & Design

Press coverage

Guardian

The image displays a comparison of eight mobile learning platforms for coding, arranged in two rows of four. The top row is labeled 'CONTROLLED' and the bottom row is labeled 'FREEFORM'. Each row contains four screenshots of the 'Moving Left' challenge.

- Text Input:** Shows a text editor with code like "x = 5; while(moveLeft){ }".
- Multiple Choice:** Shows a multiple-choice question with options "Option A" and "Option B".
- Drag & Drop:** Shows a drag-and-drop interface with various icons.
- Blockely:** Shows a visual block-based programming interface.

The bottom row, labeled 'FREEFORM', shows similar challenges but with more open-ended or freeform interaction methods:

- Text Input:** Shows a text editor with code like "Coog Lc".
- Multiple Choice:** Shows a multiple-choice question with options "Option A" and "Option B".
- Drag & Drop:** Shows a drag-and-drop interface with various icons.
- Blockely:** Shows a visual block-based programming interface.

A small orange text at the bottom right of the bottom row says "Drag and drop elements or blocks".

Full Flows

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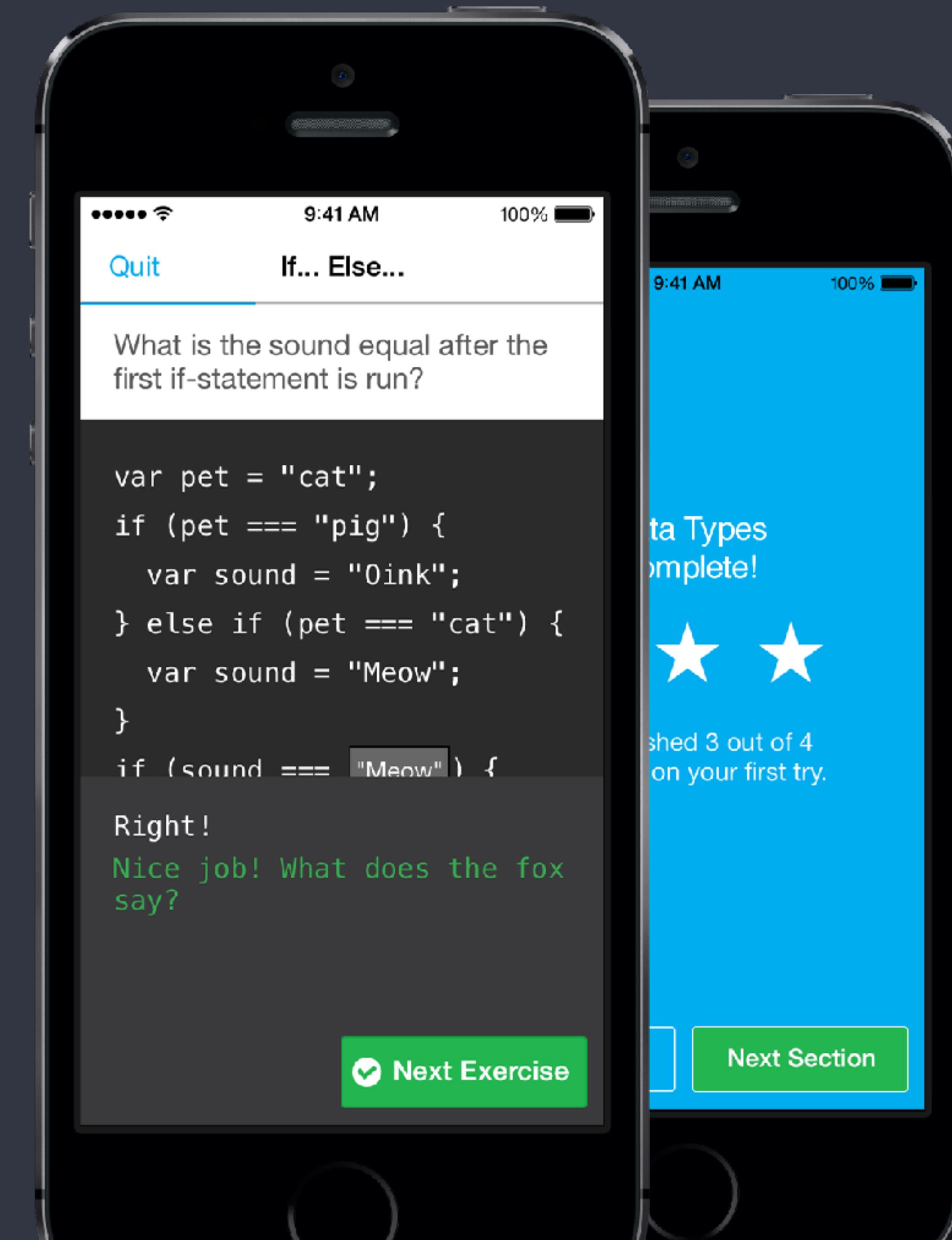
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My role

Product & Design

Press coverage

Guardian



Hopscotch

In House · Rebranding, web & app design
for a kids apparel company in India.

Before:
Brand had inconsistent color, typography, and design.

Vodafone IN 3G 7:51 PM
hopscotch.in

hopscotch.in 0

Track your order >

WHAT'S NEW **BESTSELLERS** **COMING SOON** **SHOP BY AGE** **SALE** **EXCLUSIVES**

kittens
shoes for juniors Girls
Pretty wear for pretty feet

NEW **BESTSELLERS** **SHOP BY AGE**

Little Muffet
Dream come true

Lime Hair Accessories
Handmade Love

Giggle Me Pink
Pre-order & Save | From Au...

Riche - Women
Shoes with Class

starts ₹749

get ₹1100 Welcome Credits + Free Shipping!

Register now Know more

WHAT'S NEW **BESTSELLERS** **COMING SOON** **SHOP BY AGE** **SALE** **EXCLUSIVES**

kittens
shoes for juniors Girls
Pretty wear for pretty feet

NEW ON THE BLOCK

A.T.U.N
Valentine Special For your Dream Girl

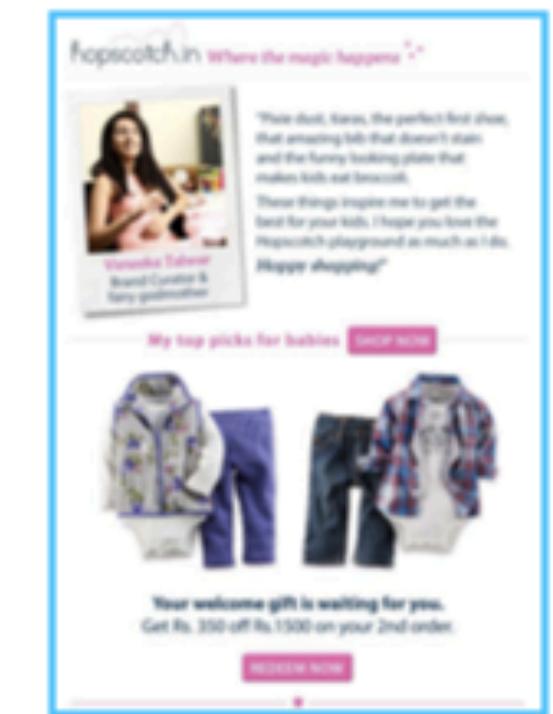
PRE-ORDER & SAVE **NEW COLLECTION**

BOSTON WAREHOUSE - MASTERC...
Calling all young chefs

DEEZO KIDS
Breaking stereotypes

R FOR RABBIT
Safe development, maximum comfort

PRE-ORDER & SAVE **NEW ON THE BLOCK**



HURRY!
OFFER ENDS TONIGHT!

Shop now before it's too late... **₹500 OFF** on ₹1100 Use coupon code HS500

*Applicable only on 1st purchase

hopscotch.in



1st ORDER Shop for ₹1500 GET ₹350 OFF plus, FREE SHIPPING!

2nd ORDER Shop for ₹1500 GET ₹350 OFF plus, FREE SHIPPING!

3rd ORDER Shop for ₹1500 GET ₹400 OFF plus, FREE SHIPPING!

Peppa Pig'S Family ... Rs. 150 **Shop Now**

Disco Ball Pens Rs. 199 **Shop Now**



Project

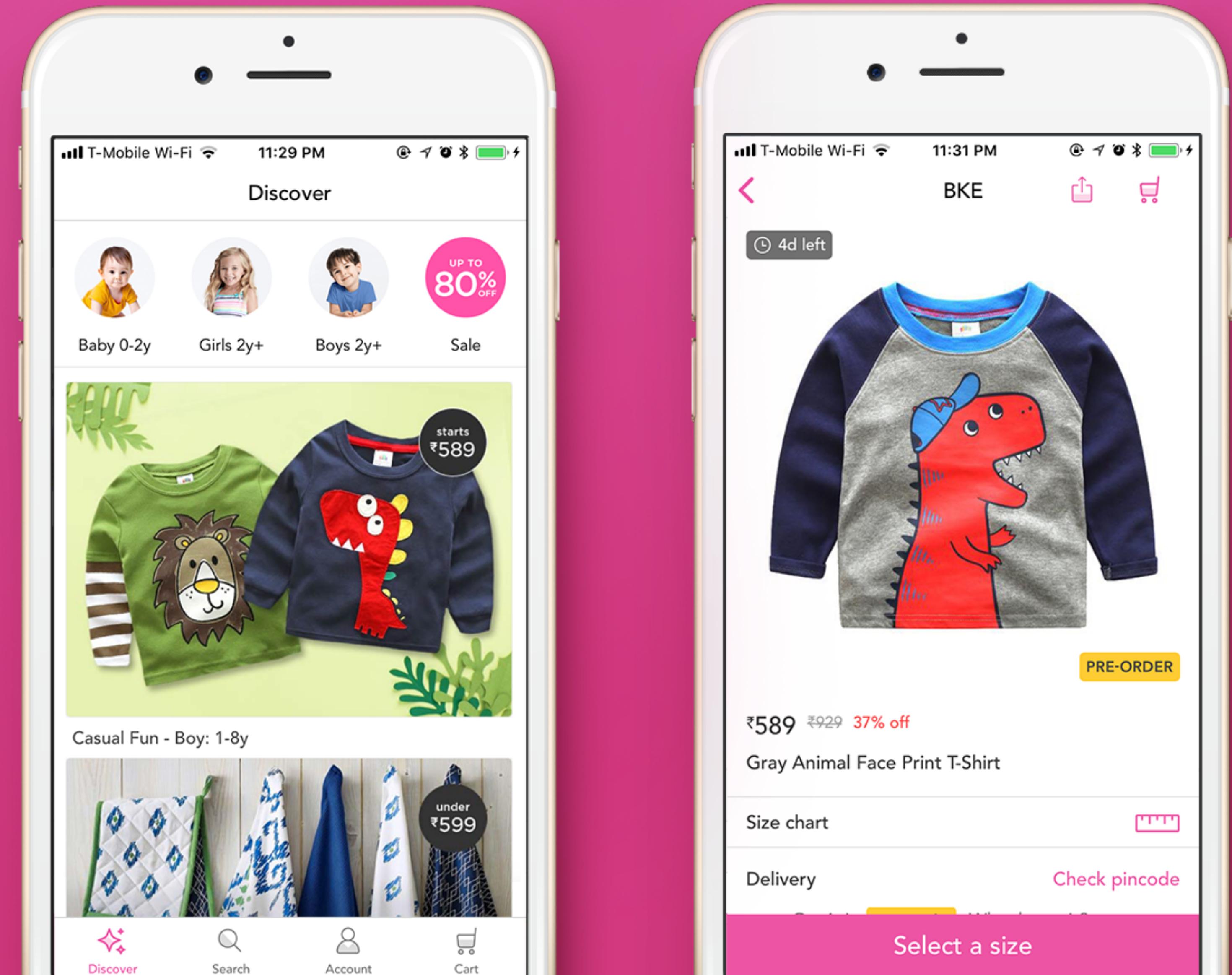
Full rebrand across native and web products. New brand is bold, consistent across channels and easy to iterate.

My role

Led the design & product process on site for a year in Mumbai.

Additional credits

Dolcie Dass, Thomson Muridiyan and Krishna RV.



Project

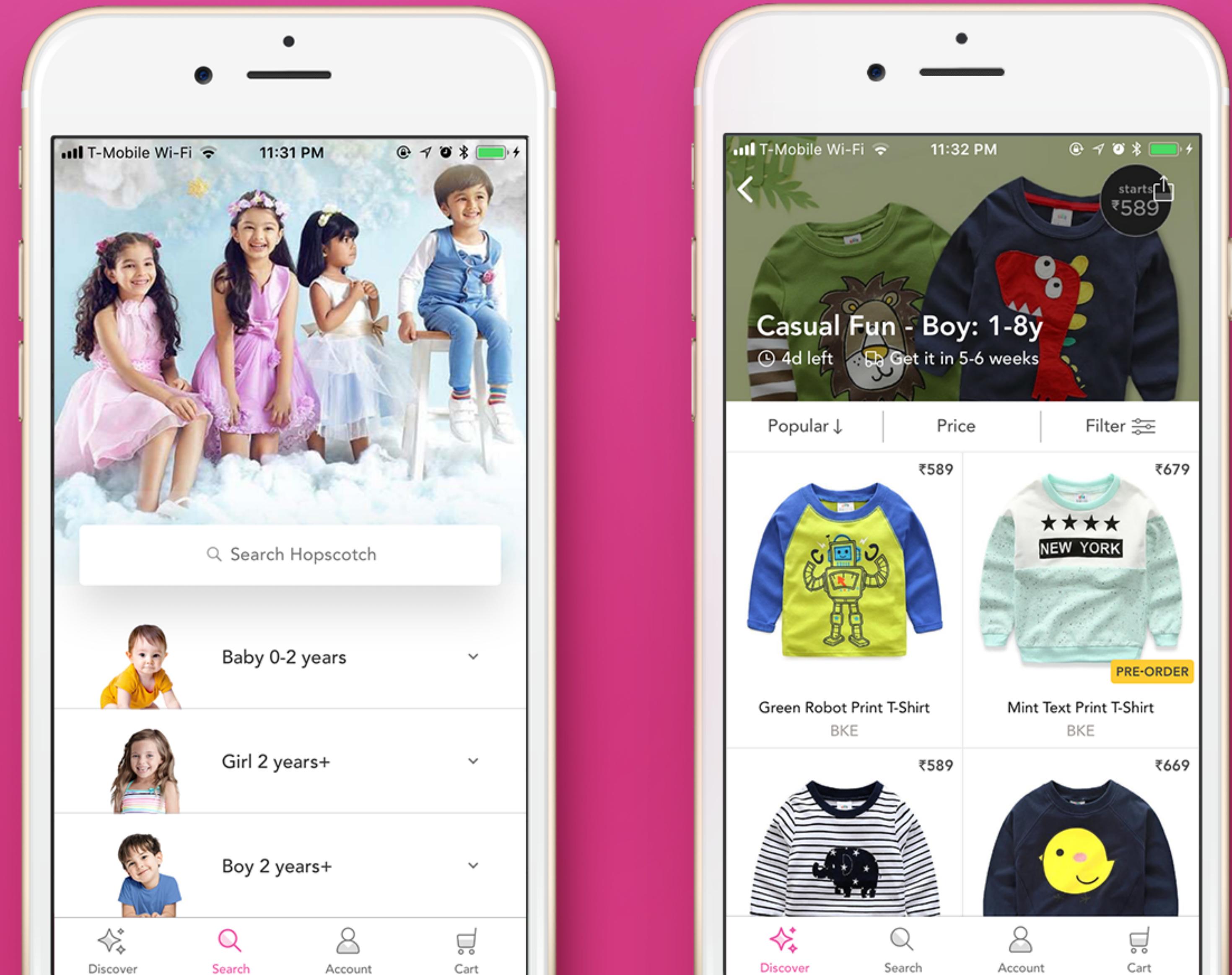
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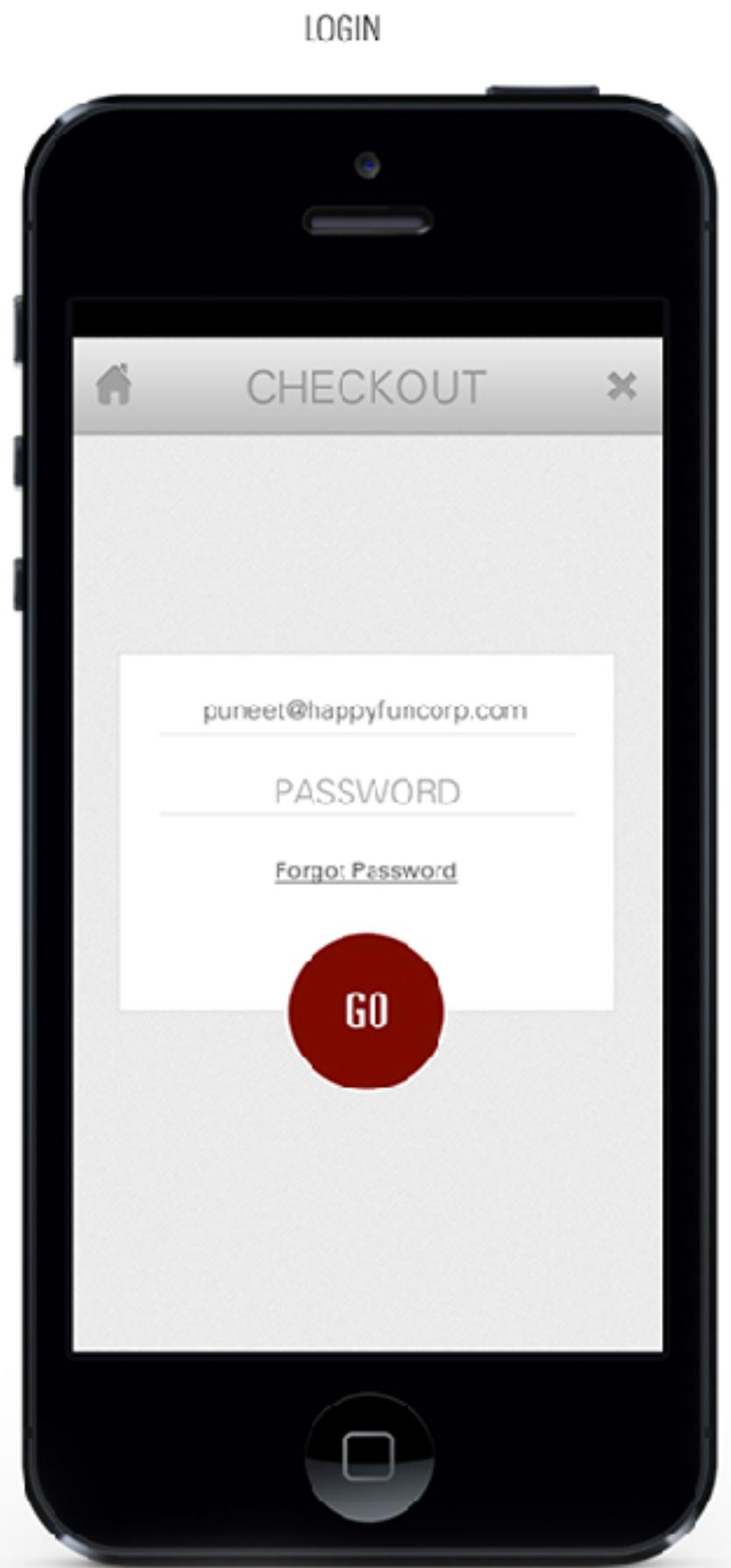
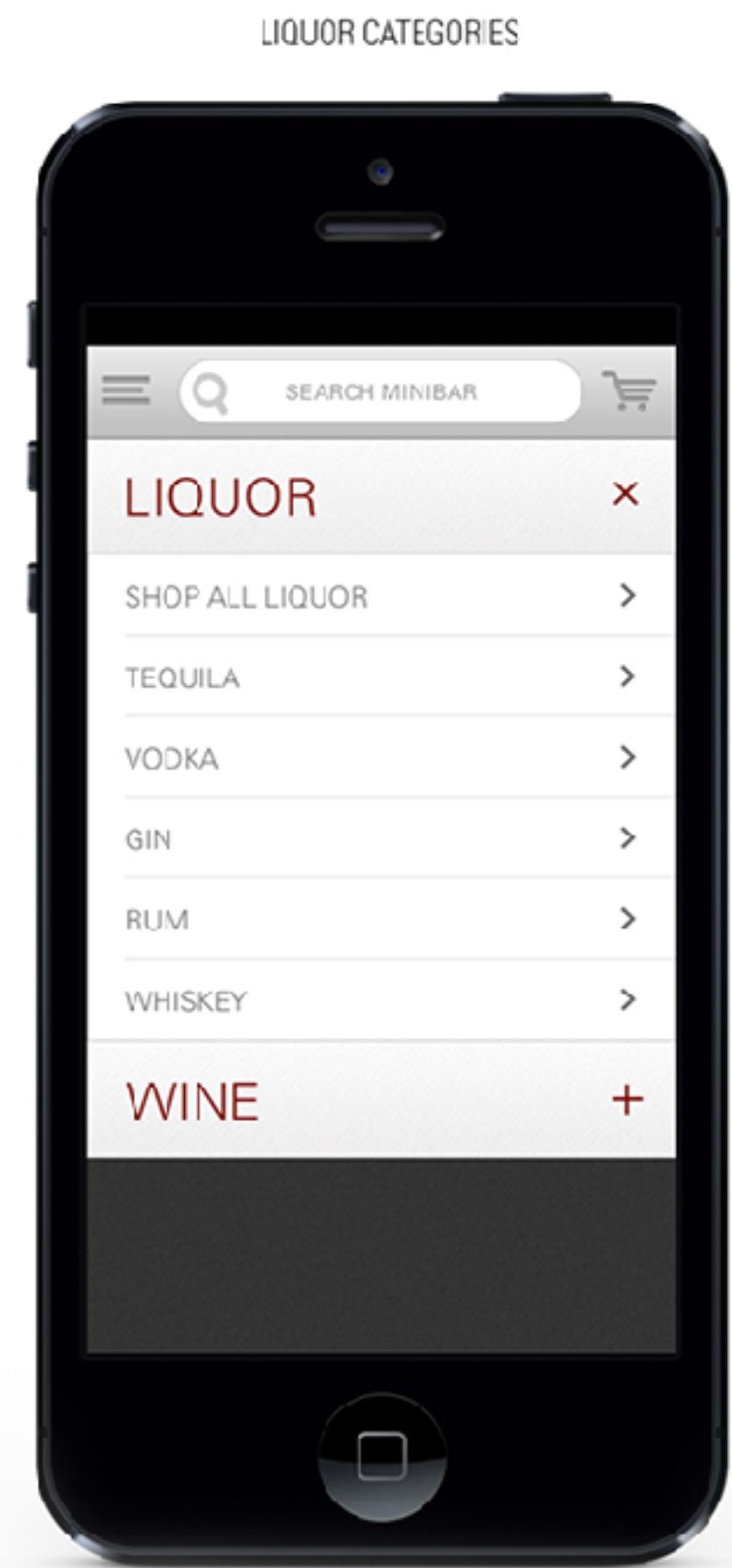
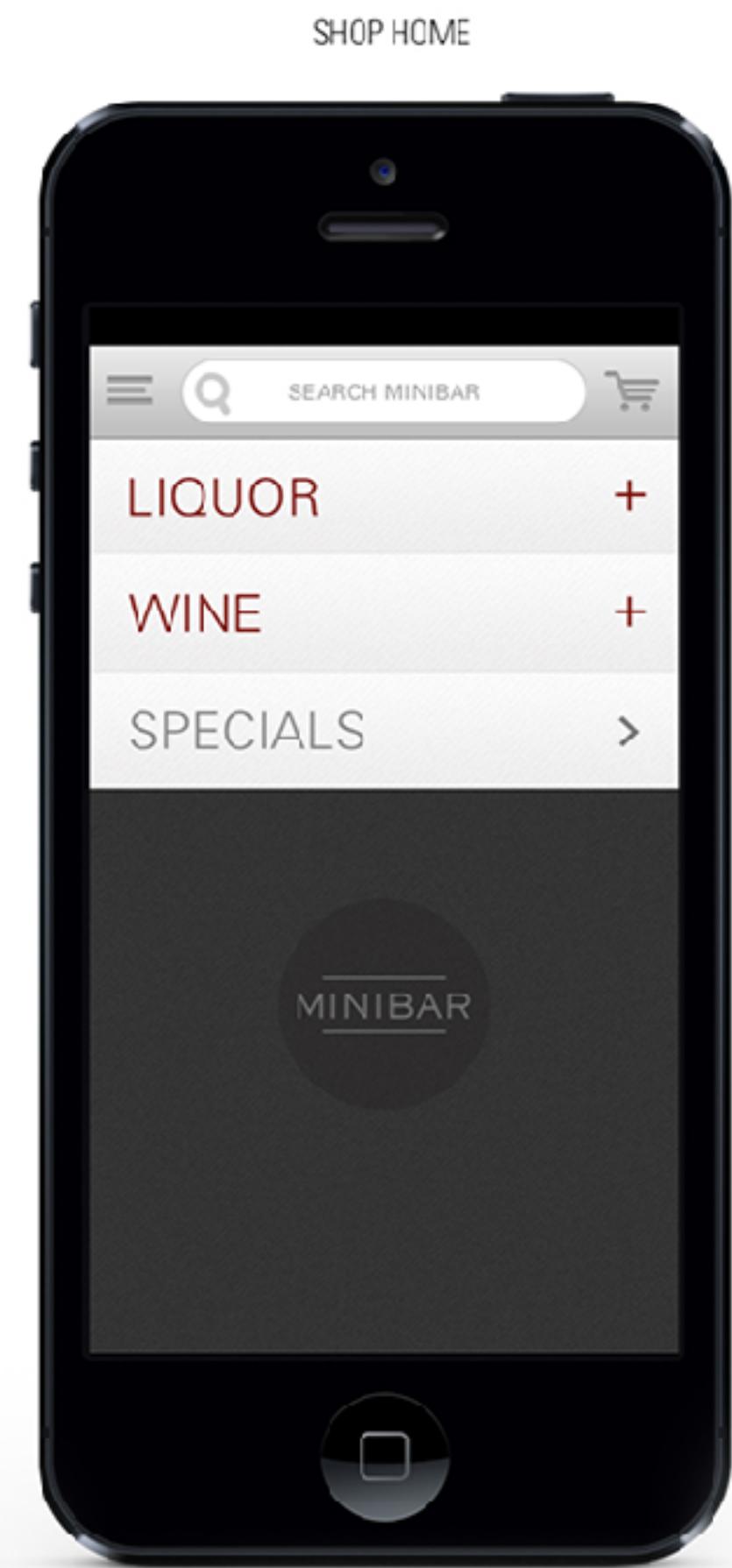


Minibar

Branding & product design

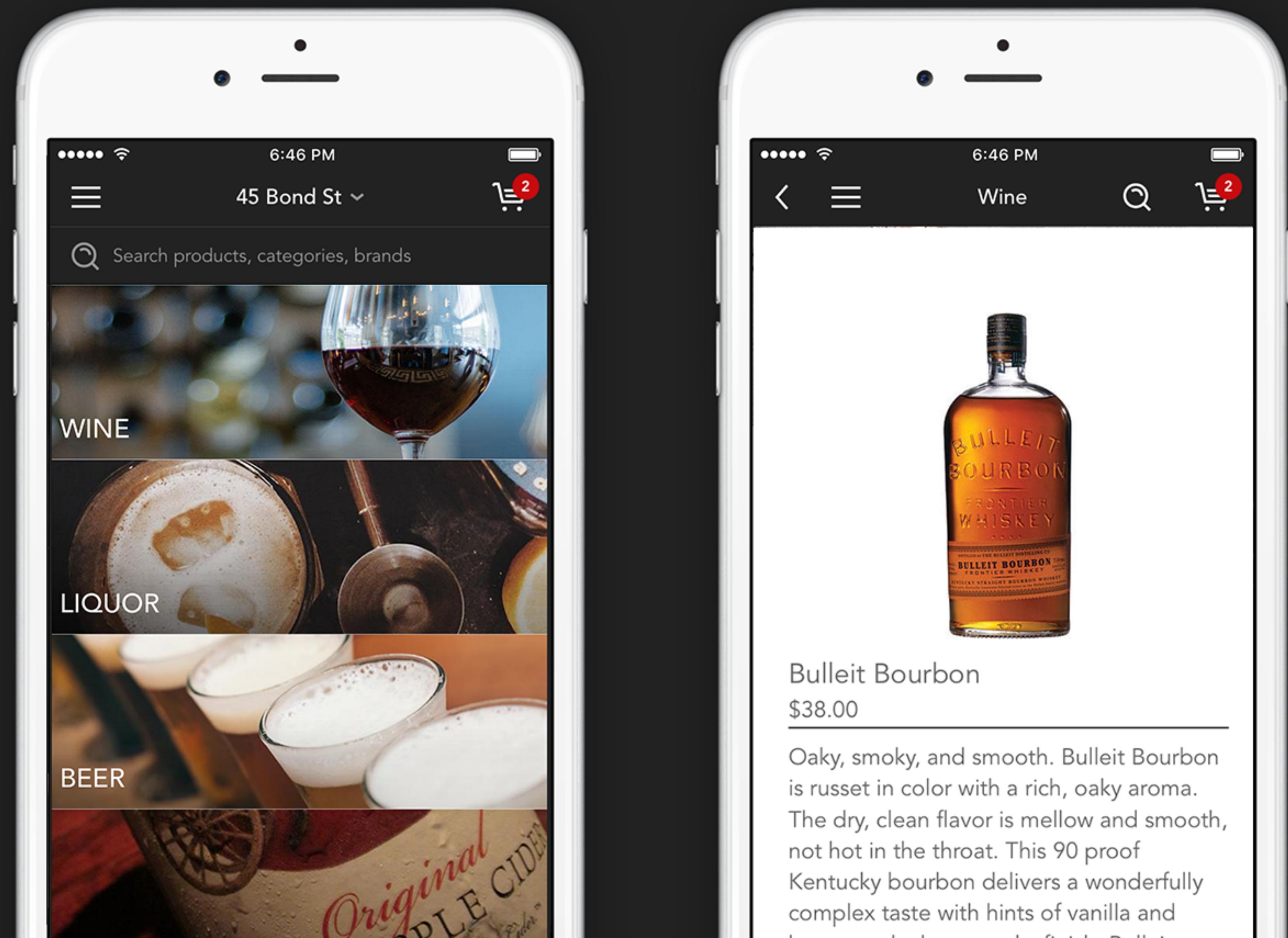
Project

Refine the Brand, the color profile, brand and UX were a bit of a mess with circular buttons and unwieldy tree navigation.



After

Refocused the brand to utilize a cleaner color palette and utilize more product imagery.



After

I also introduced a stronger typeface for titles and redesigned and coded up the core emails using responsive templates.

Send your loved one a Valentine's Sing-A-Gram, Minibar will play Cupid.



Send yours truly a bottle of Moet Champagne, a bouquet of Urban Stems flowers, a box of Vosges truffles and a love song of your choice.

[SEND A VALENTINE](#)

Assorted Print

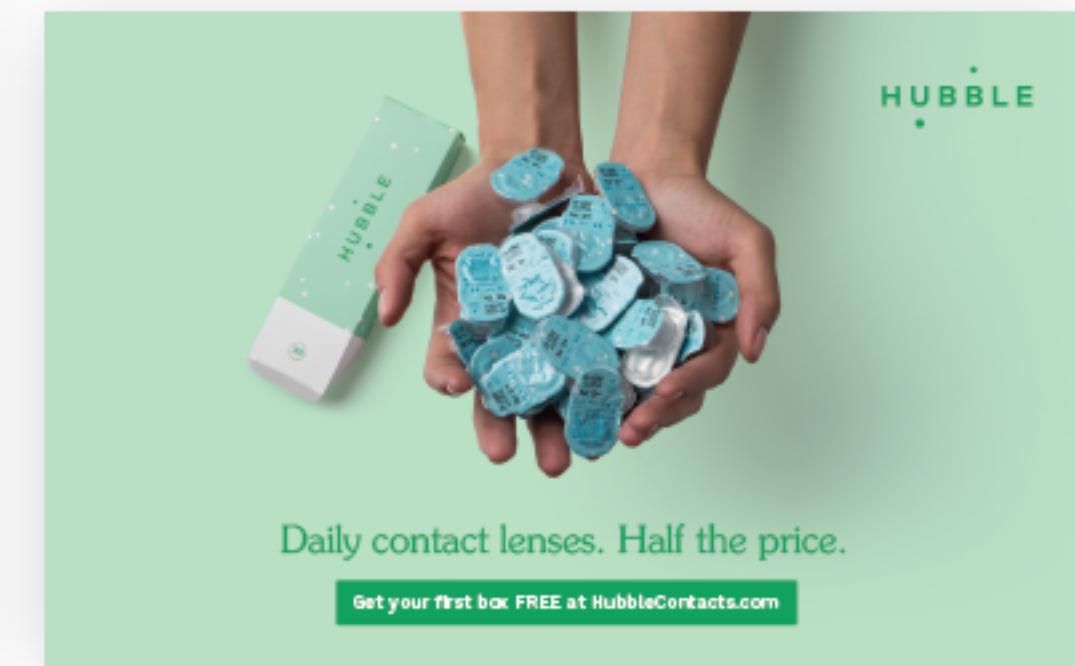


H U B B L E

Tired of overpaying for your contact lenses?

Get Hubble.
Daily contacts for less.

Get your first box free at HubbleContacts.com



Daily contact lenses. Half the price.

Get your first box FREE at HubbleContacts.com



World class wines
delivered monthly.

Get **\$30 off** your first box at
[http://blueapron.com/-----](http://blueapron.com/)

Two side-by-side images. The left image shows a hand holding a wine bottle with a cork and a small card that says "WINE". The right image shows a close-up of a wine glass with a "30" discount offer card placed next to it.

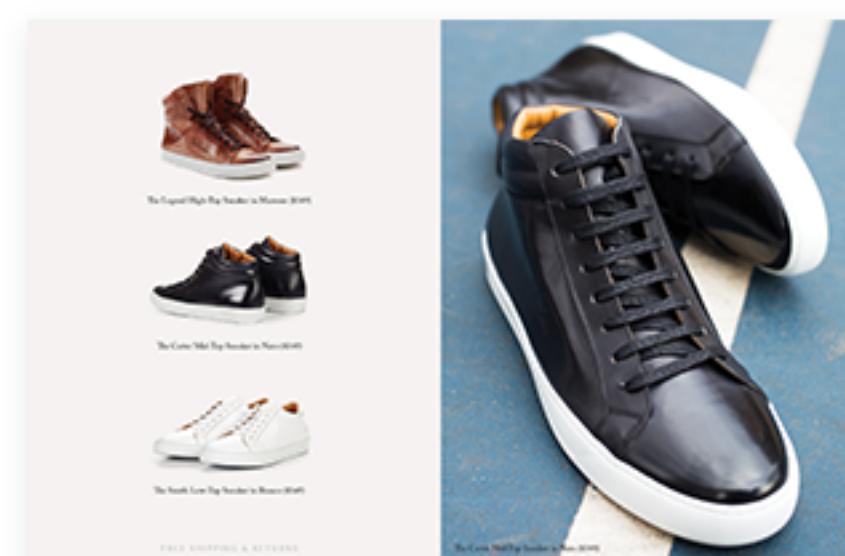
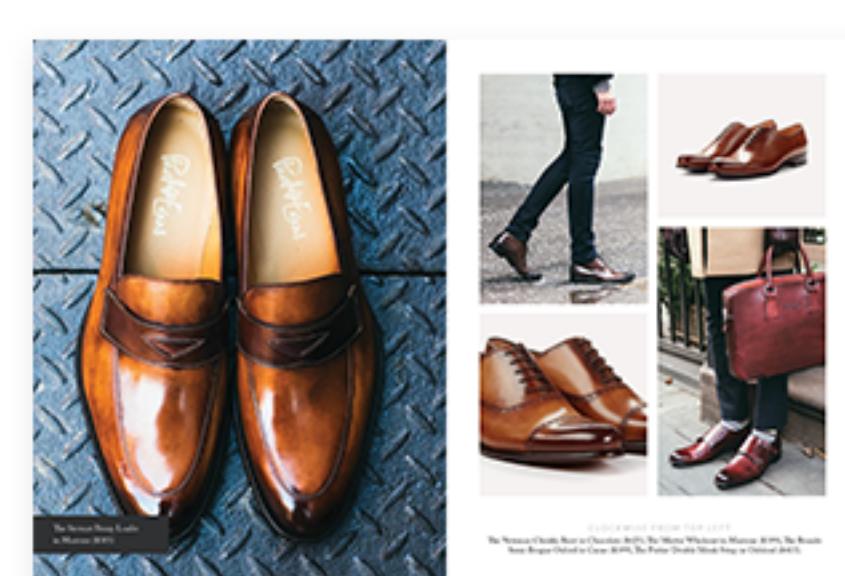
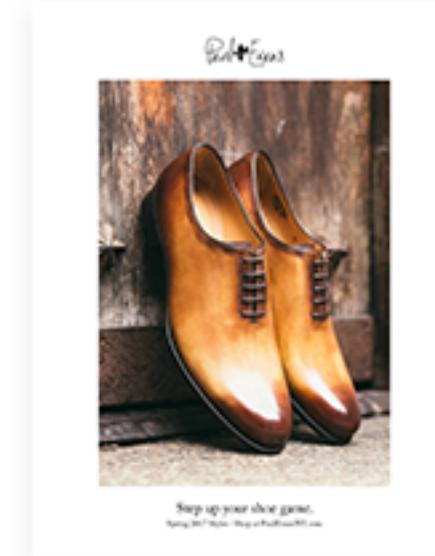
How It Works:

Get a monthly delivery of six premium wines, selected by our award-winning winemaker.

WORLD'S TOP WINEMAKERS
From Bordeaux to Napa and beyond, only award-winning producers make the cut.

LOWEST POSSIBLE PRICES
Since we skip the middleman, you get top quality for just \$10 per bottle.

NO WINE LEFT BEHIND
Our pairing-size bottles contain the perfect amount for two over a weeknight dinner.



**Stay in touch at
nstanton@gmail.com**