

NATE BALCOM

Candidate Value Proposition (CVP)

The Core Promise (Elevator Thesis)

I eliminate the costly friction between product vision and production deployment. By operating at the intersection of technical UX architecture, front-end engineering, and emerging AI answer engines, I ensure digital products are not only intuitive and conversion-focused for human users, but structurally viable, fast to build, and machine-readable for modern AI search models.

What I Bring to Your Organization

- **Zero-Guesswork Engineering Handoffs:** I do not hand off "aspirational graphics" that break in production. Every Figma component, token scale, and interactive model I build is governed by native web constraints (Flexbox, CSS Grid, container queries, and DOM performance) to eliminate costly back-and-forth cycles with engineering.
- **Pre-Development Risk Mitigation:** Through high-fidelity, logic-wired prototypes, I stress-test critical user flows, edge cases, and layout responsiveness before writing code—reducing downstream engineering rework and feature re-scoping by up to 50%.
- **Dual-Audience Optimization (AEO/GEO):** I engineer web architecture designed for the generative AI era. Beyond standard UX, I structure entity relationships, rich JSON-LD schemas, and crawler ingestion layers that maximize brand discoverability across AI engines like ChatGPT, Gemini, and Perplexity.
- **Performance-First Discipline:** Aesthetic fidelity never compromises system speed. My solutions focus on eliminating layout shifts (zero-CLS), deferring non-critical assets, and sustaining green Core Web Vitals to protect organic search rankings and conversion metrics.

Why Me Over a Traditional UX Designer or Front-End Dev?

Capability	Traditional UX Designer	Standard Front-End Dev	Nate Balcom (Technical UX Architect)
Interactive Prototyping	Visual/Static focused	Focuses on final code	High-fidelity, behavior-driven Figma models

Technical Feasibility	Often requires rework	Validates after build	Engineered within web layout constraints upfront
AI Search Discovery	Rarely addressed	Focuses on basic meta tags	Dual-audience optimization & AEO entity data
Core Web Vitals	Ignored in design phase	Fixed reactively post-launch	Proactive zero-CLS architecture & token systems

Immediate 90-Day Operational Impact

- **Days 1–30 (Audit & Align):** Evaluate existing design-to-code pipelines, identify layout bottlenecks, audit Core Web Vitals, and establish baseline UX friction points across core conversion funnels.
- **Days 31–60 (Standardize & Prototype):** Implement a unified design token architecture and deploy high-fidelity Figma prototypes for upcoming initiatives, validating user journeys before engineering commits to sprints.
- **Days 61–90 (Scale & Measure):** Establish smooth handoff workflows between design and engineering, optimize semantic structure for AI engine discoverability, and verify measurable reductions in sprint rework and layout churn.