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# NATE BALCOM

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## Professional Summary

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UX Optimization Specialist & SEO Web Designer with over 10 years of experience creating responsive, accessible, and search-optimized digital experiences. Skilled in UX/UI design, front-end development, and SEO strategies, with a proven track record of improving website performance, Core Web Vitals, and user engagement. Adept at leading cross-functional teams in Agile environments to deliver user-centered solutions, leveraging tools like Figma, Adobe XD, WordPress, and Google Analytics to drive measurable results.

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## Skills

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- User-centered problem solving
  - Cross-functional collaboration
  - Attention to detail
  - Clear communication
  - Continuous improvement mindset
  - UX/UI Design, Wireframing & Prototyping
  - Responsive Web Design & Front-End Development
  - WordPress Development & Page Builders
  - SEO, Performance & Core Web Vitals Optimization
  - Analytics, Tracking & Accessibility Compliance
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## Work Experience

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### UX Optimization Specialist & SEO Web Designer

01/2024 to 08/2024

#### Momentum

- Collaborated with 10+ developers and content teams to implement SEO and UX enhancements, reducing page load times by 40% and increasing user engagement by 25%.
- Designed and optimized user-centered web experiences using data-driven UX principles to improve usability, navigation, and conversion rates.
- Led accessibility initiatives to achieve 100% WCAG 2.1 Level AA compliance across 25+ web pages, successfully passing internal audits and legal standards.
- Conducted technical SEO audits and on-page optimizations to improve site performance, search visibility, and organic traffic growth.
- Analyzed user behavior and performance metrics to continuously refine layouts, content structure, and interaction flows for optimal results.

### UX Designer / Developer

07/2022 to 08/2023

#### Cardinal Health

- Designed and delivered 12+ high-fidelity Adobe XD prototypes for routing and logistics applications, reducing design iteration cycles by 35%.  
Collaborated closely with product managers to translate complex logistics workflows into intuitive, user-centered interface designs.  
Provided real-time Photoshop design updates during 15+ stakeholder review sessions, cutting approval timelines by 50%.  
Improved client satisfaction by rapidly incorporating feedback and aligning visual designs with functional requirements.  
Supported agile development teams by preparing developer-ready design assets, interaction specs, and usability guidelines.

### UX Front-End Designer & SEO Specialist

06/2021 to 01/2022

#### SME

- Collaborated with 6+ event directors to design and optimize user-centric web pages showcasing emerging technologies, driving a 30% increase in session registrations for tech-focused trade show events.
- Designed and implemented responsive front-end interfaces focused on intuitive navigation and conversion-driven UX, improving user engagement across event platforms.
- Applied SEO best practices including keyword optimization, metadata structuring, and content hierarchy to increase visibility of technology sessions in search results.
- Analyzed user behavior and registration funnel performance using analytics tools to refine UI components and

improve click-through and conversion rates.

- Partnered with cross-functional marketing and technical teams to align UX design, front-end development, and SEO strategies with event growth goals.

### **UX Designer - Electric Fleet Division**

**01/2021 to 06/2021**

#### **Ford Motor Company**

- Designed and tested 10+ Sketch-based interactive prototypes for electric fleet routing software, accelerating MVP delivery ahead of schedule.
- Collaborated with product managers and engineers to translate electric fleet operational needs into intuitive, user-centered design solutions.
- Conducted usability testing and rapid iteration to optimize routing workflows, improving efficiency and user adoption.
- Developed wireframes, user flows, and high-fidelity designs aligned with electric vehicle fleet requirements and scalability goals.
- Supported MVP launches by delivering design-ready assets and UX documentation, ensuring seamless handoff to development teams.

### **Responsive Web Designer**

**04/2020 to 01/2021**

#### **Homedics**

- Designed and deployed 20+ high-performance responsive web pages aligned with marketing objectives, increasing product page conversions by up to 45% during peak seasonal campaigns.
- Collaborated with marketing and content teams to translate campaign goals into visually engaging, mobile-first layouts that drove user engagement and sales.
- Optimized page structure, layouts, and media queries to ensure seamless performance across desktop, tablet, and mobile devices.
- Implemented UX/UI best practices to enhance navigation, load times, and overall user experience, contributing to higher conversion rates.
- Conducted testing and refinements based on analytics and user behavior to continuously improve responsiveness and campaign performance.

### **UX/UI Interaction Developer**

**05/2014 to 01/2020**

#### **Fiat Chrysler Automobiles**

**Auburn Hills, MI**

- Standardized usability testing protocols in collaboration with HMI and electrical engineering teams, identifying and resolving 30+ critical UX issues prior to production release.
- Represented the UX discipline in three Google Design Sprints at Mountain View, contributing to next-generation infotainment concepts adopted across global markets.
- Partnered with cross-functional engineering and product teams to translate complex technical requirements into intuitive, user-centered interface designs.
- Led iterative design validation through usability testing, heuristic evaluations, and stakeholder reviews to improve interaction quality and system usability.
- Influenced product direction by delivering data-driven UX insights that reduced rework, accelerated development cycles, and enhanced overall user satisfaction.

### **Responsive Application Designer**

**05/2013 to 01/2014**

#### **United Healthcare**

- Ensured 100% accessibility compliance across 30+ responsive web applications by implementing WCAG 2.1 standards and conducting monthly accessibility audits.
- Designed and optimized responsive UI layouts to deliver consistent, user-friendly experiences across desktop, tablet, and mobile devices.
- Collaborated with certified accessibility and cross-functional teams to enhance cross-device user experience, resolving 50+ compatibility and readability issues prior to launch.
- Applied inclusive design principles to improve usability for users with diverse abilities, increasing overall accessibility and engagement.
- Tested and refined responsive designs using accessibility and device-testing tools to ensure performance, readability, and compliance before deployment.

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## **Education**

### **Bachelor of Arts: Fine Arts**

Western Michigan University

Kalamazoo, MI

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## **Websites, Portfolios, Profiles**

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- [NateBal.com](http://NateBal.com)
- [Linkedin.com/in/nbalcom/](https://www.linkedin.com/in/nbalcom/)

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## **Training**

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- CES, Las Vegas, 2018
- Google I/O, Google World HQ Mountain View, CA, 2017
- E3 Expo, Crypto.com Arena Los Angeles, 2016
- Google Design Sprints, Mountain View, 2015-2016

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## **Projects**

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Uconnect 5 Infotainment System, Fiat Chrysler Automobiles, 05/01/15, 01/31/20, Led UX efforts for Uconnect 5, contributing to a system now deployed in 10+ international vehicle lines, supporting 1M+ users worldwide., Developed over 50 wireframes and flows using Figma and Adobe XD for multi-platform applications, reducing design-to-dev turnaround by 40%., Executed 100+ in-vehicle test rides to identify and resolve UX issues, improving driver satisfaction scores by 20% based on post-test feedback.

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## **Personal Information**

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Title: WEB DESIGNER/ SEO / UX DESIGNER