



NATE BALCOM

WEB DESIGNER/ SEO SPECIALIST

Seasoned Web Designer and SEO Specialist with over a decade of experience helping businesses build faster, more effective websites that rank high and convert better. Whether you're looking to an existing site or build a high-performing digital experience from scratch, I blend sharp UX/UI design with advanced SEO to deliver results that deliver.

248.282.4025

Lake Orion, MI

nathanbal@gmail.com

NateBal.com



Core Strengths

- **Web Design Experience:** Built *hundreds* of websites across educational, subscription-based, e-commerce, and informational categories.
- **UX/UI Expertise:** Experience working as a UX Optimization Specialist and Front-End Designer for recognizable companies like *Homedics, Ford, Chrysler, and Society of Manufacturing Engineers*.
- **SEO Specialist:** Building websites and getting them found. Specialising in *organic SEO, technical optimization, landing page conversion*, and tools like Google Search Console, Tag Manager, Screaming Frog, SEMrush, etc.
- **Performance-Oriented:** Track record of *increasing site speed by 30–50%*, improving accessibility scores, and climbing search rankings.
- **Platform Fluency:** WordPress, Magento, Breakdance, custom PHP/CSS/JS work, and wide experience with CMS and e-commerce platforms.
- **Remote-Proven Professional:** Comfortable with remote teams, self-directed and results-driven.

Core Competencies

- Web Design & Responsive Front-End Development
- UX/UI Optimization & Accessibility (WCAG / ARIA)
- Organic SEO & Technical Optimization
- Performance Improvements (Core Web Vitals, Load Speed)
- E-Commerce (Magento, WooCommerce, Shopify)
- CMS Expertise (WordPress, Breakdance, Custom PHP)
- Tools: Google Analytics, Tag Manager, Search Console, SEMrush, Screaming Frog
- Prototyping Software: Figma, XD, Sketch, Adobe Creative Suite
- Landing Page Optimization

Momentum

UX Optimization Specialist

Remote Work
Utica, MI
Feb 2024 – Sep 2024

RECENT PROFESSIONAL EXPERIENCE

- Optimized performance and SEO for 100+ client websites, reducing load times by **30–50%** and significantly boosting Core Web Vitals.
- Conducted in-depth SEO audits and implemented fixes to improve **Google Search rankings** and **accessibility compliance** (ARIA, WCAG).
- Collaborated with development and content teams to ensure clean, SEO-friendly code and high-converting UX flows.

Tools/Stack: HTML, CSS, jQuery, WordPress, Breakdance, Google Tag Manager, Google Business Profile, SEMrush, Screaming Frog, Search Console

Notable Projects:

- [Yates Cylinders](#)
- [Total Health Systems](#)
- [BACA Systems](#)
- [Barron Industries](#)
- [King Steel Corp](#)
- [Wenzel America](#)
- [More URLs on My Website](#)

Homedics

Responsive Designer/ Coder

Remote Work
Commerce Twp, MI
Apr 2020 – Jan 2021

- Designed and built high-conversion landing pages and product pages for major health & wellness brands.
- Developed animated CSS-driven product experiences for e-commerce campaigns during the pandemic, supporting sales of air purifiers, audio devices, and more.
- Worked closely with marketing to drive **campaign performance through design and UX**.

Tools/Stack: CSS, HTML, SEO, PHP, jQuery, javascript, e-Commerce, Magento, Google Tag Manager, Figma

Notable Projects:

- [Homedics Wellness Products](#)
- [House Of Marley](#)
- [Jam Audio](#)
- [Ellia Aroma Therapy](#)
- [Obus Forme](#)
- [7LS Beauty](#)

Society of Manufacturing Engineers (SME)

UX Front End Designer

Remote Work
Southfield, MI
Jul 2021 – Feb 2022

- Maintained and updated digital platforms for North America's leading manufacturing trade shows.
- Delivered front-end design and CMS management for complex event websites with frequently changing content and priorities.
- Partnered with event directors to highlight emerging technologies, build user-focused layouts, and ensure timely updates.

Tools/Stack: HTML, CSS, jQuery, PHP, SEO, CMS, PHP, Adobe XD

Key Events Supported: Eastec | Fabtech (US & Mexico) | Houstex | Montreal Manufacturing Show

Notable Projects:

- [Society of Manufacturing Engineers](#)
- [Eastec A Manufacturing Series Event](#)
- [Fabtec](#)
- [Fabtec Mexico](#)
- [Houstex A Manufacturing Technology Series Event](#)
- [Montreal Manufacturing Technology Show](#)

Education

BFA – Fine Art

Western Michigan University – Kalamazoo, MI

Why Nate?

- ✓ **Results-Driven** – Delivers measurable SEO and UX improvements.
- ✓ **Cross-Functional** – Speaks both design and developer languages.
- ✓ **Remote-Ready** – Proven track record working with remote teams.
- ✓ **Strategic + Tactical** – Designs with user intent, business goals, and technical optimization in mind.