



NATE BALCOM

WEB DESIGNER/ SEO/ UX DESIGNER

CONTACT



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SKILLS

UX/UI Design, Wireframing, Prototyping, Responsive Web Design, HTML5, CSS3, jQuery, JavaScript, PHP, WordPress, Elementor, Breakdance, Figma, Adobe XD, Sketch, Core Web Vitals, Google Lighthouse, SEO Audits, Google Tag Manager, GA4, Screaming Frog, SEMrush, Accessibility (WCAG 2.1, ARIA), Agile, Jira, Confluence

PROFESSIONAL SUMMARY

UX/UI Designer and SEO Specialist with over 10 years of experience crafting responsive, accessible, and search-optimized digital experiences. Proven ability to increase performance metrics and lead cross-functional teams to deliver user-centered solutions in Agile environments.

WORK EXPERIENCE

UX Optimization Specialist & SEO Web Designer

Momentum - Remote | Jan 2024 - Aug 2024

- Partnered with 10+ developers and content teams to deploy SEO and UX improvements that reduced page load time by 40% and improved engagement metrics by 25%.
- Achieved 100% WCAG 2.1 Level AA compliance across 25+ pages, passing internal audits and ensuring legal accessibility standards were met.

UX Designer / Developer

Cardinal Health - Remote | Jul 2022 - Aug 2023

- Created 12+ Adobe XD prototypes for routing and logistics apps, enabling product managers to reduce design iteration cycles by 35%.
- Delivered real-time Photoshop adjustments during 15+ stakeholder sessions, reducing design approval time by 50% and increasing client satisfaction.

UX Front-End Designer & SEO Specialist

SME - Remote | Jun 2021 - Jan 2022

- Collaborated with 6+ event directors to showcase emerging technologies, leading to a 30% increase in session registrations for tech-focused trade show events.

UX Designer - Electric Fleet Division

Ford Motor Company - Remote | Jan 2021 - Jun 2021

- Built and tested 10+ Sketch-based prototypes for electric fleet routing software, directly supporting successful MVP launches ahead of schedule.

Responsive Web Designer

Homedics - Remote | Apr 2020 - Jan 2021

- Designed and deployed 20+ responsive pages with marketing, boosting product page conversions by up to 45% during peak seasonal campaigns.

UX/UI Interaction Developer

Fiat Chrysler Automobiles - Auburn Hills, MI | May 2014 - Jan 2020

- Standardized usability testing protocols in partnership with HMI and electrical engineering teams, identifying 30+ UX issues before production.
- Selected to represent UX in 3 Google Design Sprints at Mountain View, contributing to next-gen infotainment concepts used across global markets.

Responsive Application Designer

United Healthcare - Remote | May 2013 - Jan 2014

- Ensured 100% accessibility compliance for 30+ web apps by integrating WCAG 2.1 standards and running monthly accessibility audits.
- Collaborated with certified accessibility teams to enhance cross-device UX, resolving 50+ compatibility and readability issues pre-launch.



EDUCATION



Western Michigan University - Kalamazoo, MI

Bachelor of Arts in Fine Arts | Graduated March 1998



Oakland Community College - Auburn Hills & Orchard Lake, MI

Associate of Business | Graduated November 1994



CONFERENCES

- CES - Las Vegas, 2018
- Google I/O - Mountain View, 2017
- E3 Expo - Los Angeles, 2016
- Google Design Sprints - Mountain View, 2015–2016



KEY PROJECTS

Uconnect 5 Infotainment System

Fiat Chrysler Automobiles | May 2015 - Jan 2020

- 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.