

Nathaniel Northway

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I'm a personable and professional web designer & developer. I focus on creating websites that are minimal and informative. I specialize in responsive websites and custom applications. Since 2015, I have worked with dozens of small businesses as a designer and developer. Since 2016, I have co-owned and operated a SAAS company called Gittr, which enables local-level courier companies to provide online ordering to their customers. I have a passion for free information and like to share my knowledge and experience on my blog. I have released free software, including a databaseless blogging system and a simple browser extension. In my free time, I like to be in nature, cycling, cooking, and spending time with my family.

Skills

Technologies - Pro

HTML5
CSS3
SASS/SCSS
JavaScript
jQuery
PHP
SQL/PHPMYAdmin
CodeIgniter
SEO
WordPress

Technologies - Familiar

LAMP stacks
Photoshop
GIMP
Yii
Git
Node.js
React.js
Vue.js
Babel
Google Domains

Soft Skills

Client Communication
Team work
Problem solving
Organization
Responsive Design
Resilient
Iterative Design
Adaptable
Working with APIs

Work Experience

Gittr, LLC - Milwaukee, WI - October 2016 to Present

Gittr is an online ordering and payment management platform built for local-level courier companies. Gittr enables our clients to provide an online ordering platform for their services, which is mostly delivery from restaurants. Gittr sends the order to the delivery provider and client, collects payment, and distributes the payment once the order is complete.

My role at Gittr is multifaceted. I work with my business partner Brennan to track down and fix bugs, plan & test new features, and edit our source code to be faster and lighter. I work primarily on the front-end, building out and updating UIs and responding to user feedback and requests frequently. I work mostly with PHP and HTML, but often have to edit CSS with SASS, edit photos and digital images with Photoshop or GIMP, and work with other languages to manage our VPS. I work a lot with our databases, writing code to update installations automatically with CodeIgniter, manually manipulating test environments with SQL statements and using PHPMYAdmin for a visual layer.

- Integrates with TwinJet dispatch software via API to send the order to restaurant & delivery service simultaneously
- Uses the Stripe Payments API to validate credit cards, collect and distribute payments
- Uses Stripe Customers API to bill our clients for their subscription
- Uses OpenStreetMap API to determine customer delivery eligibility and allow dispatchers to draw their delivery zones.
- Built on CodeIgniter PHP framework, MySQL, HTML, CSS, and jQuery.
- Uses a LAMP stack
- Served on a self-hosted VPS on Namecheap

Web Development

Bound Couriers - Remote - August to December 2020

<https://bound614.com>

Bound Couriers is a small courier company based in Columbus, Ohio. I helped transition them from a Squarespace website to a PHP-based, self-hosted website on a LAMP stack that I manage. Their previous website was difficult to use on non-desktop platforms and their SEO wasn't great. The stock tools for tracking analytics were not what they wanted and they didn't have great copy.

A month after launch, they reported a 20% increase in visitors and a noticeable increase in conversions. The team at Bound is very happy with their site and will be expanding in the new future to integrate dispatching custom orders.

- Mobile first site
 - Built with PHP, HTML5, CSS3, ES7 (JavaScript)
 - PHP compiles front-end code from page-parts
- Built using Bulma framework
- Edited copy to tell a story
- Included new features like a contact form
- Integrated Google Analytics
- Boosted SEO
- Client logos & imagery edited for the web using GiMP
- Added SSL

FacilityNow - Milwaukee, WI - 2018 Launch, ongoing maintenance

<https://facilitynow.com>

FacilityNow is a facilities management company based in Milwaukee with clients all over the state. Their previous website was well designed but wasn't great on mobile and didn't have many features. They didn't rank well on Google and were getting ready to expand their client base.

After launch, we saw a rise in Google rankings from the second page to the 4th spot on the first page, a large improvement in Page Speed Insights, and better interaction with their contact form.

- Modernized site with a responsive design
 - Built with PHP, HTML5, CSS3, JavaScript
 - PHP compiles front-end code from page-parts
- Improved SEO by modernizing meta tags
- Improved SEO by adding a supplementary WordPress site
- Moved hosting providers
 - Transitioned integrations with client and project management integrations (BaseCamp)
 - Imported email accounts/forwarders
- Built out interactive elements to tell their story
 - Focused on staff and their process
 - Worked with a photographer to capture the staff
 - Worked with the team to get short snippets about them written
- Edited images for the web with GiMP
- Edited copy

Riverwest Law Firm - Milwaukee, WI - September 2016

<https://mke-law.com>

Riverwest Law Firm practices in family and immigration law in Milwaukee. After a recent rebranding, they reached out for some help with their self-managed WordPress site and hosting. I worked with Karl to select a theme and set of plug-ins to achieve what he wanted to do with the site, select the right hosting package, implement security practices, and update their branding. I helped improve their SEO and built custom elements with CSS and HTML. Since they managed their own site, I mostly provided consultation and guidance for this project.

Personal Projects

Topik - January 2021 - current

<http://topik.natenorthway.com>

Topik started as a rebuild of my personal website. Topik is a flat-file blogging system that is focused on simplicity and speed. It is not a CMS, and has no 'admin backend', comments, or databases. It's built on PHP, with a HTML/CSS/JS front-end layer. Posts are written in PHP and saved to a directory, which the Post class reads from to generate the feed. Each post has different variables which means that each post page has a unique set of SEO tags. I wanted to focus on being lightweight, so it ships with little dependency on external scripts and files. Font Awesome and Bulma are the only external calls, but even those are not necessary. It scores 100 on Google Page Speed insights and comes in at under 250kb.

Lorem Ipsum Chrome Extension - 2018

<https://natenorthway.com/lorem-clipsum/>

I was doing a lot of in-browser editing for a remote client in the summer of 2018. I was working with designs that didn't have text content ready, so I was using a lot of filler text. I got tired of going from tab to tab to select, copy, and paste lorem ipsum text, so I built a Chrome extension to automate copying lorem ipsum text to the clipboard. It's available for free in the Chrome Webstore.

Education

Milwaukee Area Technical College

2016-2017

Attended two semesters of Web & Software Development program.

High School Diploma

Nathan Hale High School

June 2012

Assessments

Search Engine Optimization — Highly Proficient

August 2019

Measures a candidate's ability to interpret online website performance metrics and understand search engine optimization tactics.

Full results: https://share.indeedassessments.com/share_assignment/vr6b0nfdcuguxfim