

Nathan Smith
Designer & Dev

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Hello, my name is Nathan. I am an optimistic interdisciplinary designer who codes. I got my start as a UI designer in the [B2B](#) space. My current job title is [Principal Software Engineer](#) at Microsoft.

I have worked for companies worth trillions (with a “T”) and have had the privilege of contributing directly to projects doing billions (with a “B”) in annual revenue. Money makes the world go round, as the saying goes. I suppose moving the needle financially is important.

However, I would say I am more passionate about the craftsmanship that goes into making memorable digital products. Eking out [faster load times](#), ensuring that content is [accessible](#) to the broadest possible audience, [designing for humans](#)... That sort of thing. Which means I bring my absolute best to every endeavor, regardless of the scope or prestige of the project.

The following is a list of highlights from my career.

- I was the lead front-end developer for the [Marcus](#) employee dashboard, part of a consumer-facing banking initiative from Goldman Sachs. I built a web app that enabled employees to make data-driven decisions when issuing loans and lines of credit. Our team was praised by [Tiger Tyagarajan](#), then CEO of Genpact.

“This team is very incisive. They built confidence with Goldman Sachs — a truly blue-chip enterprise with the highest standards — and created an opportunity to multiply the revenue in 2018. Their work on customer experience, including the user experience for front office workers at the bank, helped the client disrupt the lending market.”

- I worked for the [Office of the CTO](#) at Microsoft, building incubation projects. We brought to market an app that allowed people to play multiplayer games with coworkers in Teams. It was featured (sarcastically) on [Late Night with Seth Meyers](#). My game IceBreakers got a little shout-out on [NBC Money Minute](#).
- I ran user feedback triage sprints, as a TFL (Teams for Life) Customer Love champion. It was a rotating responsibility which involved debugging and ascertaining the cause of problems in Teams. Occasionally, that process unearthed issues and kickstarted fixes that impacted customers numbering in the [hundreds of millions](#).
- In various roles, I “multiplied” myself by leading semi-regular lunch and learn sessions. I taught designer coworkers how to build mockups using HTML and CSS. I developed an onboarding curriculum for other dev teams about [React](#) and [Next](#). This unlocked the potential for partner agencies to move faster by creating reliable [unit tests](#).

- I have spoken at various conferences about design and code topics, including [Adobe MAX](#) and [SXSW](#). Sometimes my talks were in front of large crowds. At others, I presented to a few attendees from smaller venues. Regardless, I try to bring the same amount of enthusiasm every time I address an audience.
- I worked on [InVision Studio](#), a desktop UX design app that — back in its day — had feature parity with [Sketch](#) and ran on both Windows and Mac. For a brief moment in history (prior to [Figma](#)) it seemed poised to top the charts as a go-to daily driver for professional designers.
- I have also co-authored a few technical books — [Textpattern Solutions](#) and [jQuery Cookbook](#), now out of date — and have been a tech editor of several others.

Suffice it to say, I generally know what I am doing and tend to be pretty good at it. I consider myself a lifelong learner, so I realize there is always room for improvement. I am fond of the Lexus brand mantra: “[The relentless pursuit of perfection](#).” Literally being flawless at anything in life is of course unattainable because nobody is without fault. But striving makes the endeavor worthwhile.

If you have room on your team for someone that enjoys tinkering with design and code, prefers doing over talking — but is okay being talkative — and has a bias towards action, then I might be the right fit. Or perhaps I may know of someone who is, because I have been in the industry for a while. Either way, it is probably worth having a chat. I look forward to our continued conversation.

A more detailed career history can be found here.

- <https://linkedin.com/in/nathan>
- <https://sonspring.com/about/resume>