

Nathan Haynes-Magyar

Product Designer & Full Stack Developer

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Experienced fullstack dev with 8 years building intuitive web applications, combining technical expertise with user-centered design. Proven track record shipping products from 0-to-1 and scaling apps for 200K users.

Core Competencies

- **Technical:** HTML, CSS, JavaScript (Vue.js), Python (Django), Ruby (Ruby on Rails)
- **Tools:** Claude Code, Cursor, Figma, Adobe Illustrator, Adobe After Effects
- **Research:** Contextual inquiry, Card Sorting, Surveys, Usability Testing, Design Jams, Affinity Mapping
- **Design:** Journey Mapping, Wireframing, Prototyping, Information Architecture, Design Systems

Work Experience

Self-Employed

Product Designer & Full-Stack Developer

2020 - Present

- **Built and launched Twirlmate competition management system** using Vue.js and Django for 1,778+ users across 6 stakeholder types, generating \$82K revenue through user-centered design
- **Designed and developed multi-step user journey** (signup, registration, payment) with 88.6% completion rate - outperforming industry average cart abandonment rate by 150%+
- **Integrated Spektrix ticketing API** into professional theatre website, building Vue.js event calendar and custom CSS for branded purchasing experience (\$900K+ revenue/yr and 40K+ ticket sales/yr for 4 yrs)
- **Led mobile UX redesign in Figma**, increasing usability from 'below average' to 'excellent' rating (SUS: 65→89), reducing friction by 3.5 minutes in critical registration funnel through evidence-based design
- **Prototyped and deployed conversational product design portfolio** powered by separate Vue.js SPA and Django backend, using ElevenLabs voice clone and OpenAI LLM
- **Designed AI-powered authoring workflow with Claude Code**, reducing content creation time by 75% (20min→5min), enabling Codespec to deliver personalized programming practice at scale
- **Designed and built an interactive coding platform** with intelligent help features that reduced frustration without inhibiting learning, and scaffolded problem types to boost learner engagement.

Center for Academic Innovation

Lead Software Developer

2023 - Present

- **Implemented new design system** using modular LESS stylesheets and reusable Django patterns for an online learning catalog featuring 300+ courses and serving 200K+ account holders
- **Rebuilt extracurricular experience tracking flow** to enable immediate completion, driving 7.4x increase in pilot submissions (5→37 completions) by eliminating unnecessary planning steps

- **Partnered with designer and behavioral scientist** to rebuild monthly engagement emails for 4,000 engineering students, developing 9-segment user bucketing system in Ruby on Rails that prioritized single next-actions and increased competency level-up requests by 125% (52→117)
- **Unblocked 2-year backlogged microsite initiative** by scoping MVP solution and aligning stakeholders, delivering full-stack Django/Vue feature in 4 weeks that enabled external content partnerships and informed requirements for production-scale platform expansion (232K pilot page views)
- **Led 6-person team** (designers, developers, behavioral scientist) to deliver School of Public Health Spire pilot, building custom competency mapping visualizations and automation scripts that connected 229 sub-competencies across 34 careers for 220 students

Senior Software Developer

2021 - 2023

- **Built foundational Storybook component library** with 2 designers and 2 developers, creating 9 core components that scaled across 74 application components
- **Resolved critical application crash** affecting 65+ high-enrollment courses (100-887 students), refactoring 4 deeply nested Rails subqueries to eliminate N+1 patterns and reduce instructor dashboard load time from 2 minutes to 10 seconds
- **Co-developed Arbiter QA visualization tool** to improve QA pipeline observability across 10 software projects using PostgreSQL database, Django, Vue.js, Trello API, Celery and Redis

Senior UX Designer

2019 - 2021

- **Standardized usability testing processes** to establish user research-informed design culture
- **Built Django/Vue polling feature** and data visualizations, enabling rapid user feedback collection
- **Facilitated design thinking workshop** (3 designers, 3 learning experience designers, 2 developers) to design goal-setting tool now used by 30K+ learners/year to increase course completion rates
- **Created and led professional development workshops** on typography, color, accessibility, etc

UX Designer

2017 - 2019

- **Designed and owned the frontend for online course catalog**, scaling to 300+ courses and 200K users
- **Wireframed and prototyped course discovery**, scaling from 6,500 to 53,600+ enrollments/year

Education

UX/UI for AI Products (7-week course)

Stanford University - 2025

M.S. in Information Human-Computer Interaction

University of Michigan, Ann Arbor - 2018

B.A. Organizational Studies and Spanish

University of Michigan, Ann Arbor - 2013

B.F.A. Performance Acting

University of Michigan, Ann Arbor - 2013