Nathan Haynes-Magyar

Pittsburgh, PA • (734) 255-5635 • njhmagyar@gmail.com • njhmagyar.github.io

Educational technology designer, developer, and entrepreneur with an instinct for creating simple, intuitive, and delightful user experiences that meet learner needs and achieve business goals

Research Skills: Usability Testing, Protocol Development, Survey Design, Focus Groups, User Interviews
Project Management Skills: Project Scoping, Stakeholder Management, Public Speaking
Design Skills: Prototyping, Wireframing, Personas, Illustration, Logo Design, Brand Development
Development Skills: Python/Django, Ruby/Rails, JavaScript/VueJS, HTML, CSS
Foreign Languages: Spanish (Advanced), French (Intermediate), Korean (Novice), Italian (Novice)

Experience

Founder, UX Designer, Developer
January 2020 - Present
Twirlmate • Figma, Illustrator, Python/Django, VueJS, HTML, SCSS
Pittsburgh, PA

Owned the entire product lifecycle of the first ever multi-vendor marketplace for the sport of baton twirling.

Defined key performance indicators for a pilot of the system in October 2024, including account setup completion rate (96%), user-attendee conversion rate (77%), and customer support requests per week (1-2). During a one-month registration window, 97 users generated $16,155 in entry fees.

Surveyed 39 baton twirling community members on their win-tracking habits and preferences, then **performed quantitative and qualitative analyses** to inform designs for the sport's most in-demand feature.

Designed illustrations and a spinning baton loading indicator to **foster a fun, delightful user experience**.

Co-Founder, UX Designer, Developer
January 2021 - Present
Codespec • Figma, Illustrator, Python/Django, VueJS, HTML, SCSS
Pittsburgh, PA

Collaborated with an academic researcher to **design and optimize a robust, scaffolded programming practice interface** grounded in computer science education research, now being piloted at Carnegie Mellon University.

Prototyped and built **intuitive authoring tools** for e-books, surveys, quizzes, and practice problems.

Critically analyzed academic research and usability feedback to design help features that get learners unstuck quickly and easily during a practice problem while still maximizing educational outcomes.

Received **$10,000** as the winners of the 2022 University of Michigan Learning Levers Competition.

Lead Software Developer
April 2023 - Present
University of Michigan Center for Academic Innovation • Rails, VueJS, HTML, SCSS
Ann Arbor, MI

Leads an interdisciplinary team of designers, developers, and behavioral scientists on Spire, a competency-based learning web application serving 3,000+ students at the University of Michigan. Currently working to simplify nudge emails that **drive retention and engagement** by focusing on clear and concise calls to action.

Supervises 4 junior- and senior-level software developers, providing bi-annual performance reviews and professional development guidance to **support, energize and grow software development team skills**.

Seeks opportunities for feature optimization. For example, Spire helps students reflect on meaningful education experiences. I'm working with designers to reduce this process from multiple steps down to one.

Senior Software Developer   *May 2021 - March 2023*
University of Michigan Center for Academic Innovation • Rails, VueJS, HTML, SCSS   *Ann Arbor, MI*

Partnered with administrative stakeholders and UX designers to define key performance indicators for Spire's MVP launch to 800 learners, such as the onboarding survey completion rate and content engagement.

Engaged in storyboarding exercises with UX designers to incorporate gamification principles such as points and leveling up into Spire. Further collaborated to determine how to visualize progress to learners.

Supported UX researchers by populating usability test environments with realistic data via custom scripts, and signaling when design recommendations had made their way into the app for follow-up testing.

Senior UX Designer   *January 2019 - April 2021*
University of Michigan Center for Academic Innovation • Sketch, InVision, VueJS, HTML, SCSS   *Ann Arbor, MI*

Conducted focus groups with university students and **assembled click-by-click prototypes** for [Michigan Online](), the University of Michigan's online learning experience catalog. As of October 2024, the platform contains over 300 learning experiences and more than 200,000 people have created accounts.

Ran usability tests with 10 Michigan Online learners from 8 different countries to determine the optimal layout of the course detail page and preferred information hierarchy for course metadata.

Explored numerous interaction options with creativity and curiosity to resolve a complex Michigan Online UX challenge: most courses are available on multiple platforms (Coursera, edX, or Future Learn). The course detail page needed to communicate these options and the differences between them in a compact but complete way before ultimately directing the user to their desired platform. The final solution was a modal that displayed the options and outbound links, as well as a separate page that explained key platform differences.

Intermediate UX Designer   *November 2017 - December 2018*
University of Michigan Center for Academic Innovation • Sketch, InVision, VueJS, HTML, SCSS   *Ann Arbor, MI*

Teamed up with learning experience designers to **identify feature gaps** in Coursera and edX, **generate and prioritize ideas** to fill those gaps with LTI (learning tools interoperability) plug-ins, and collect design feedback on prototypes, leading to a suite of tools now used by thousands of learners on Coursera and edX.

Defined the brand identity and UI style guide for Michigan Online, specifying color palette, typography, illustration characteristics, and interface component styles such as form elements, menus, and cards.

Collaborated with a backend developer to translate Michigan Online designs into technical requirements. Personally handled the HTML and Jinja templating, SCSS, and JavaScript development.

Worked closely with a student fellowship coordinator to **create a fun, enriching, inclusive experience for student employees**, including an end-of-summer campus-wide scavenger hunt and team bonding retreat.

Education

Master of Science in Information: Human-Computer Interaction (4.0)
University of Michigan School of Information

Bachelor of Arts in Organizational Studies and Spanish (3.9)
University of Michigan College of Literature, Science & Arts

Bachelor of Fine Arts in Performance Acting (3.9)
University of Michigan School of Music, Theatre & Dance