Nathnael Dejene Shewaye

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SUMMARY

Senior Frontend & Product Engineer (6+ years) delivering high-impact web products for global users. Expert in React, TypeScript, Elixir LiveView, and GraphQL. Proven record of owning projects end-to-end, from concept to production, improving performance, UX, and engineering velocity. Skilled in cross-functional collaboration, team onboarding, and architectural decision-making.

CORE SKILLS

React · TypeScript · JavaScript (ES6+) · Elixir LiveView · GraphQL · Node.js · PostgreSQL · CSS · Design Systems · Jest · Cypress · Git/GitHub · Remote Collaboration (6 yrs)

EXPERIENCE

Product Engineer — [Turn.io](#) (Remote, USA) (May 2022 – Present)

Enabled organizations including WHO, CARE, Reach Digital Health, UNICEF, Greenpeace, NooraHealth, and Rising Academies to reach over 14.7 million people through deployed chatbots and automation workflows.

Led the end-to-end development of Journeys, a no-code WhatsApp chatbot builder that replaced two legacy tools. Drove adoption through staged alpha → beta → production rollouts, boosting engagement and reducing onboarding friction.

Architected and implemented the Canvas UI, translating a text-based DSL into an intuitive drag-and-drop editor with ready-made blocks, block linking, version history, in-browser WhatsApp simulator, data tables, and AI-powered features — making it possible for non-technical users to build and launch advanced chatbot workflows.

Migrated mission-critical features from React to Elixir LiveView, including the high-traffic Inbox system, to leverage the team's Elixir expertise, simplify architecture, and eliminate the need for a heavy GraphQL layer. This migration reduced frontend complexity, improved real-time handling of large chat campaigns, and streamlined full-stack development.

Collaborated with the CTO and stakeholders to assess trade-offs, manage feature parity, and ensure adoption of a new LiveView-based design system, balancing short-term refactoring costs with long-term scalability and maintainability.

Partnered cross-functionally with product, design, and customers to validate features via interviews, staging environments, and A/B rollouts. Contributed to hiring, interviewing, and onboarding new engineers.

Unified the company's design system across React and LiveView apps, replacing fragmented UI libraries and standardizing typography, colors, components, and accessibility patterns for faster feature delivery and brand consistency.

Drove a full rebrand rollout, updating typography, color palettes, icons, and UI assets across multiple applications with pixel-perfect implementation.

Enhanced developer experience by refactoring large legacy components into reusable React hooks/modules, and improving internal documentation.

Full Stack Software Engineer — Alama.co (Remote, USA) (July 2019 – May 2022)

Developed modern SaaS products for 6+ clients, transforming legacy systems into **React, GraphQL, and Node.js** stacks, and building greenfield applications from concept to launch.

Created reusable design systems that prevented UI regressions and improved collaboration between design and engineering teams, while also cutting UI load times by 75%, reducing design-to-code time by 30%, and optimizing bundles, queries, fonts, and images.

Delivered key projects, including:

- **IDEO**. **Led the rebuild of IDEO.com**, designing a modern, simplified architecture to replace a fragmented legacy system. Reduced complexity and moving parts, making it easier to build, upgrade, and maintain for engineers, while supporting high-volume, multilingual content and optimized performance (including Japanese/Chinese sites). Also streamlined CMS workflows, enabling content and marketing teams.
- **Lendaly**. Digitized a borrower-lender marketplace that processed transactions up to $50M annually.
- **Bluedot Sessions**. Built advanced music library with custom filtering, browsing capabilities, and music visualizer, contributing to 500+ increase in monthly active users
- **TalkInArabic**. Led front-end development for an Arabic language learning platform featuring 1,000+ multimedia learning materials (text, audio, video). Simplified APIs and improved response times by ~1.5×.

Trained and mentored 20 junior developers via a company-hosted full-stack web development boot camp.

Enhanced engineering culture by researching, documenting, and rolling out best practices for code quality, performance, and agile collaboration.

EDUCATION
B.Sc. Software Engineering. Addis Ababa Institute of Technology, GPA: 3.83

PROJECTS
https://www.explore-addis.com Curated travel guide for visitors to Addis Ababa, featuring maps, local tips, and event recommendations.