

# Nathnael Dejene Shewaye

[nathnaelds@gmail.com](mailto:nathnaelds@gmail.com) | [+251923292893](tel:+251923292893) | [LinkedIn](#) | [Website](#) | [Github](#)

## 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 · Next.js · Node.js · REST APIs · 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** annually 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. This made 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.

**Conducted on-site research visits to clinics**, hospitals, and telehealth operation centers to observe real-world product usage. Interviewed healthcare providers managing WhatsApp-based telehealth services, translating insights into UX improvements that reduced workflow friction and improved response times for patient communications.

**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 Next.js 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 ~1.5x.

**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.