Nathan Dale

WEB DEVELOPER / DESIGNER
IT & SYSTEMS CONSULTANT

(916) 821-9740 | hello@nathandale.com | nathandale.com/head

PROFILE

Web developer, designer and technical consultant who builds and maintains complete publishing environments. Experience spans original visual design, WordPress and Shopify development, client support, and infrastructure for statewide legislative broadcasting.

EXPERTISE

DESIGN & WEB

Original illustration
Website design
Custom development
Site administration

PLATFORMS

WordPress / Kadence
Ghost / Shopify

DEVELOPMENT

PHP / JavaScript
HTML / CSS
WordPress blocks
Custom plugins

INFRASTRUCTURE

Linux / FreeBSD
Apache / nginx
MySQL / MariaDB
DNS / hosting
Backup & recovery
Proxmox

LONG-TERM SUPPORT

wwpreschool.org
Design, development and maintenance for approximately 15 years.

EXPERIENCE

Independent Web & IT Consultant — 2012-present

Develop client websites and ecommerce stores, with ongoing design, content management, migrations and technical support. Migrated lifttrucksart.com to WordPress, rebuilt it with Kadence, and continue to manage and improve the site. Provide IT support, including security, for TPD Trailers.

OjO Ink — 2001-2012

Co-founder, later Sole Owner

Co-founded the web development and infrastructure business; became sole owner about two years later. Built and maintained client websites, database applications and hosting.

Through OjO Ink, served as an independent contractor for The California Channel (calchannel.com). Managed its web, database, server, networking and streaming systems for statewide legislative broadcasting.

SELECTED WORK

nathandale.com — GHOST CMS

Designed, illustrated and built the publishing platform, custom Ghost theme and responsive interfaces. Maintain its hosting infrastructure.

lifttrucksart.com — WORDPRESS

Migrated more than 180 pages of content from Squarespace to WordPress and rebuilt with Kadence. Provide ongoing design, site administration, consulting and SEO support.

garciaartwear.com — WORDPRESS

Built the website from the ground up to showcase Jerry Garcia's artwork on scarves.

gratefulgirls.com — SHOPIFY

Built the Shopify retail store for Garcia Artwear scarves, using Amazon for inventory and fulfillment. The store recorded $150,000+ in sales.