

NASHVILLE, TN



Nate Baker

nathantbaker.com

FEATURED EXPERIENCE

Oct 2021 – Current

Business Analyst

Chess.com

I drive product and marketing decisions by analyzing data from our data warehouse, building out dashboards, running A/B tests, building revenue forecasts, and presenting trends to the team.

Oct 2019 – Sep 2021

Founder & Data Visualization Lead

Mechanical Loom

I helped agencies automate their reporting for their clients and created data visualizations featured in Google's Looker Studio Gallery.

Apr 2017 – Nov 2017

Software Developer

LunarLincoln

While building native mobile apps, I pushed 1,200 commits across 17 repos.

Feb 2011 – July 2016

Content Marketing Specialist

Raven Tools

I managed the blog, wrote articles, designed websites, wrote app and marketing copy, and created longer content pieces which were used as lead magnets.

Mar 2006 – Aug 2006

News Intern

NPR

At NPR-affiliate Nashville Public Radio (WPLN), I produced around 50 stories.

ABOUT ME

My superpower is turning complex data into intuitive, engaging experiences. I'm currently building a board game discovery engine, called Board Game Library focused on rankings and recommendations, and I'm excited to bring that same creativity to the team!

SKILLS

- A/B tests
- Building data models
- Data analysis
- Data journalism
- Database and API design
- End-to-end product development
- Product design
- Rapid prototyping with AI
- UI and UX
- User research and iteration

EDUCATION

6-Month Web Developer Bootcamp
Nashville Software School (2016-2017)

Bachelor's Degree in Journalism
Belmont University (2004-2008)

CONTACT



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Portfolio

- 1** Board Game Library
- 2** Data Visualization
- 3** Writing Samples
- 4** AI Girlfriend



Hi, I'm Dewey, the library cat! Let's find your perfect board game!

What's your ideal player count?

1 player

2 players

3 players

4 players

5 players

6 players

7-14 players

15+ players

Discover Your Next Favorite Board Game

Pick a list to explore games ranked and grouped by how people actually compare them.

Simple

Ideal Player Count

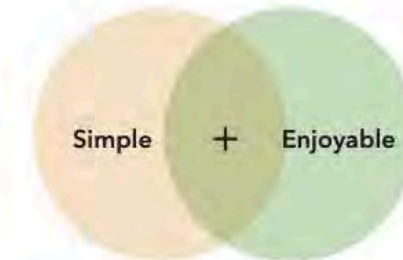
Today's Most Loved Board Games



Top games ranked by how enjoyable people find them in 4,718 head-to-head comparisons across 465 unique user-submitted board games.

[View list →](#)

Modern Crowd Favorites



Great gateway games that are both simple and crowd pleasers.

[View list →](#)

Best Solo Board Games



Top games you can play solo, ranked by how enjoyable people

Best Board Games for 2 Players



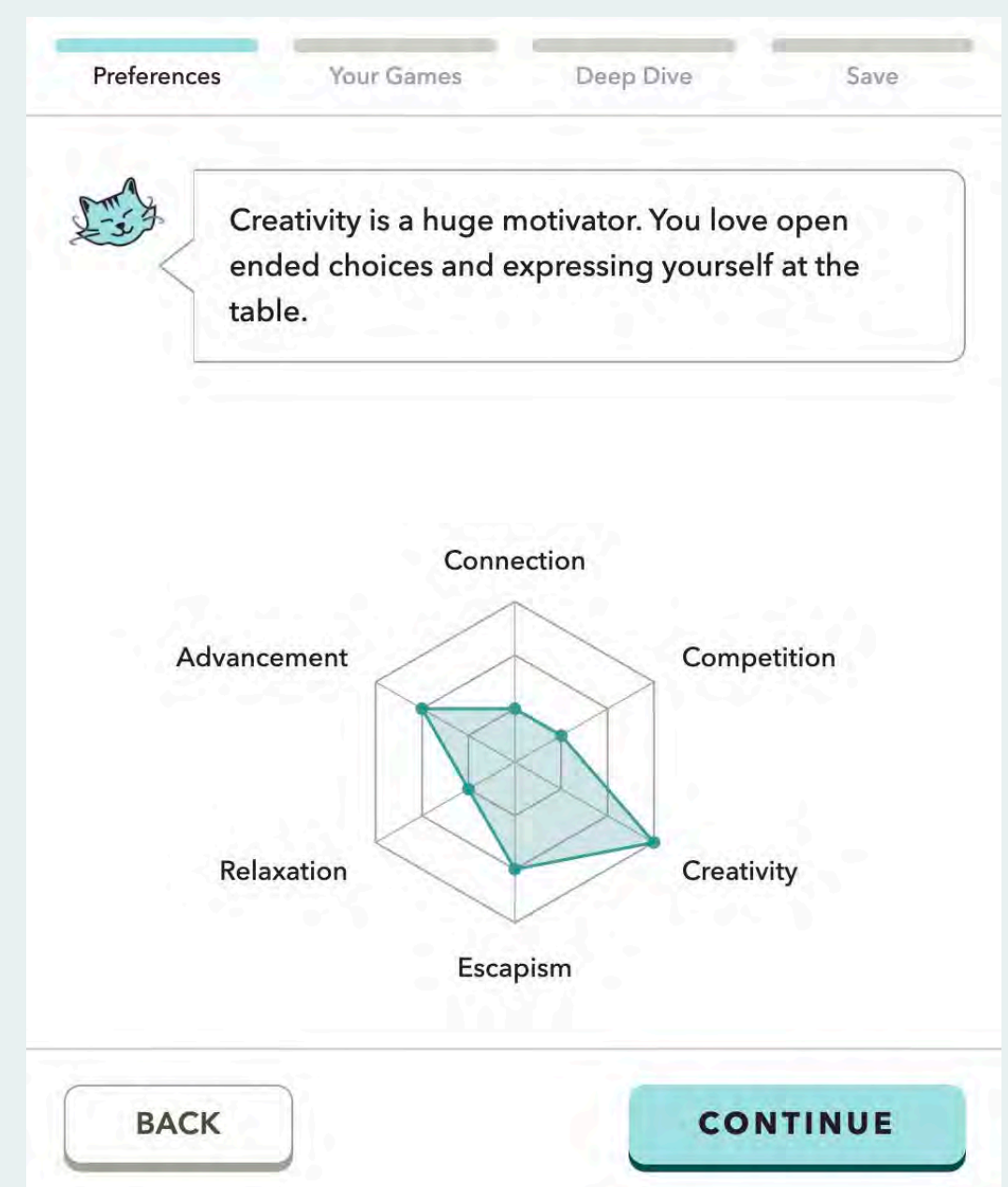
Top games that work well for two, ranked by

1. Board Game Library

boardgamelibrary.com

I'm building a next-generation board game discovery engine from the ground up that matches you with the perfect game for any vibe.

- Svelte frontend and Python backend built using rapid prototyping using Cursor
- Matching algorithm based on factors like ideal player count, enjoyment rankings, and game complexity
- Data layer collected through a two-stage study designed using the research platform Prolific
- Glicko-2-style rankings across dimensions are automatically calculated in Python by comparing pairwise results extracted from user rankings
- Database and authentication powered by Supabase and PostgreSQL



An interactive user research flow that powers data collection

2. Data Visualization

Shining a Light on Data Studio Costs

What's the monthly cost of getting all your data into Google Data Studio?

Google Data Studio is **FREE**, but you may need to pay third parties monthly if you want to automatically pull in all your client data.

You save the most when using a vendor that bundles multiple data connectors for one price. Here are a couple examples of what you can expect.

FREE!

Ahrefs*
AuthorityLabs
CallRail
Google Ads
Google Analytics
Google Sheets
Search Console
SEMrush
SE Ranking
StackAdapt
YouTube

tapClicks
500/mo for all your clients
200+ connectors, including...
VIEW PLANS

SUPERMETRICS
220/mo for 10 clients
Choose 5 basic connectors...
VIEW PLANS

power my analytics
75/mo for 4-20 clients PRO
35+ connectors, including...
VIEW PLANS

tapClicks connectors: Birdeye, Choozle, GroundTruth, LinkedIn Profile, Moz, Simplifi, Yelp

SUPERMETRICS connectors: Pinterest Ads, Salesforce, Twitter Ads

power my analytics connectors: Stripe, Hubspot, Instagram, LinkedIn Ads, LinkedIn Company, MailChimp, Microsoft Advertising, Pinterest, Shopify, Twitter, Facebook, Facebook Ads, Google My Business

Other connectors: Constant Contact, Campaign Monitor, Instagram Ads, Paypal, Quickbooks, ShareASale, TikTok Ads, WooCommerce, Amazon, Constant Contact

Affiliate Links are used throughout this infographic. Thanks for the support!

* Community Connector

Last Updated July, 2021
MechanicalLoom.com/costs

Board Game Trends Explainer

Top 10 over 10 Years
How the top 10 rated games on BoardGameGeek have changed over 10 years

Pronouns in Rulebooks
The rulebooks of the top 40 BoardGameGeek ranked games, 2020

Among the top 40 games, there are 73.8% references to he and **26.2% references to she.**

What percentage of board games are designed by white males?
Top 200 BoardGameGeek designers, broken down by Gender and Race, 2018

93.5% White Male

4.1% Non-White Male

2.4% White Female

Study on the Most Common Technical SEO Issues

The 5 Most Common On-Page SEO Issues

- 1 Images with Missing Title Attributes
- 2 Images with Missing Alt Attributes
- 3 Links with No Anchor Text
- 4 Meta Descriptions That are Missing or the Wrong Length
- 5 Pages with Duplicate Content

The average website crawl Raven's Site Auditor conducted from February 2013 to June 2015 discovered the following on-page SEO issues.

At Raven, I produced the analysis, visuals, and content for this study, which was used as a lead magnet.

I ran an agency from 2019 to 2021 that helped clients automate marketing reporting.

My work still appears among the top community results in Google's Looker Studio Report Gallery.

Looker Studio Report Gallery

OVERVIEW GALLERY CONNECT TO DATA VISUALIZATIONS HOME

Looker Studio reports built by the community

Featured

Marketing Templates

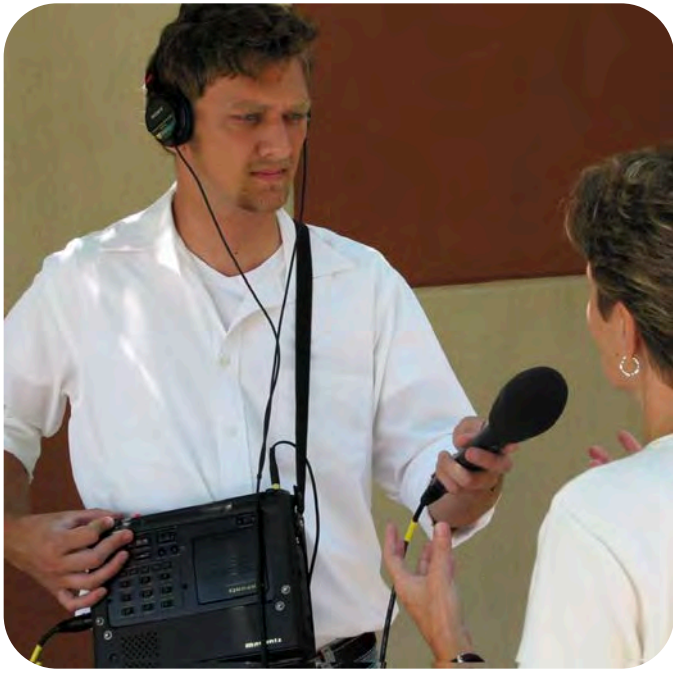
Community

Community Visualizations

Search reports...

GCS - Storage Intelligence Da...
50-Year Flood Dashboard
Search Console Report for SEO
Core Web Vitals
Makeshop Report
Keyword Analysis Looker Stu...
Google Analytics 4 Looker ST...
Essential Google Ads Dashboard

User Persona Report
Google Analytics Template
Ecommerce Master Template
Simple SEO Report
Board Game Trends Infograp...
The Flourishing Gaming Bus...
Site Speed Performance
Google My Bus...



3. Writing Samples

Outlet

Featured Story

View Collection



Metro Police Comb Madison Homeless Sites

In response to panhandling and loitering complaints from residents and businesses in Madison, Metro Police searched four homeless camps today.

47
STORIES



Raven's On-Page SEO Study

Marketers have been using Raven's Site Auditor tool since early 2013 to find on-page or onsite SEO issues with websites. For the first time, we're releasing anonymous crawl data.

30
STORIES

Medium

My Child Is In Danger

Last week I pulled out large chunks of my beard. A couple hairs at a time. It looked so hideous that I had to shave and start over. There were obvious, large gaps. Bizarre. I've never done that before — that, or had a child in this kind of danger.

10
STORIES

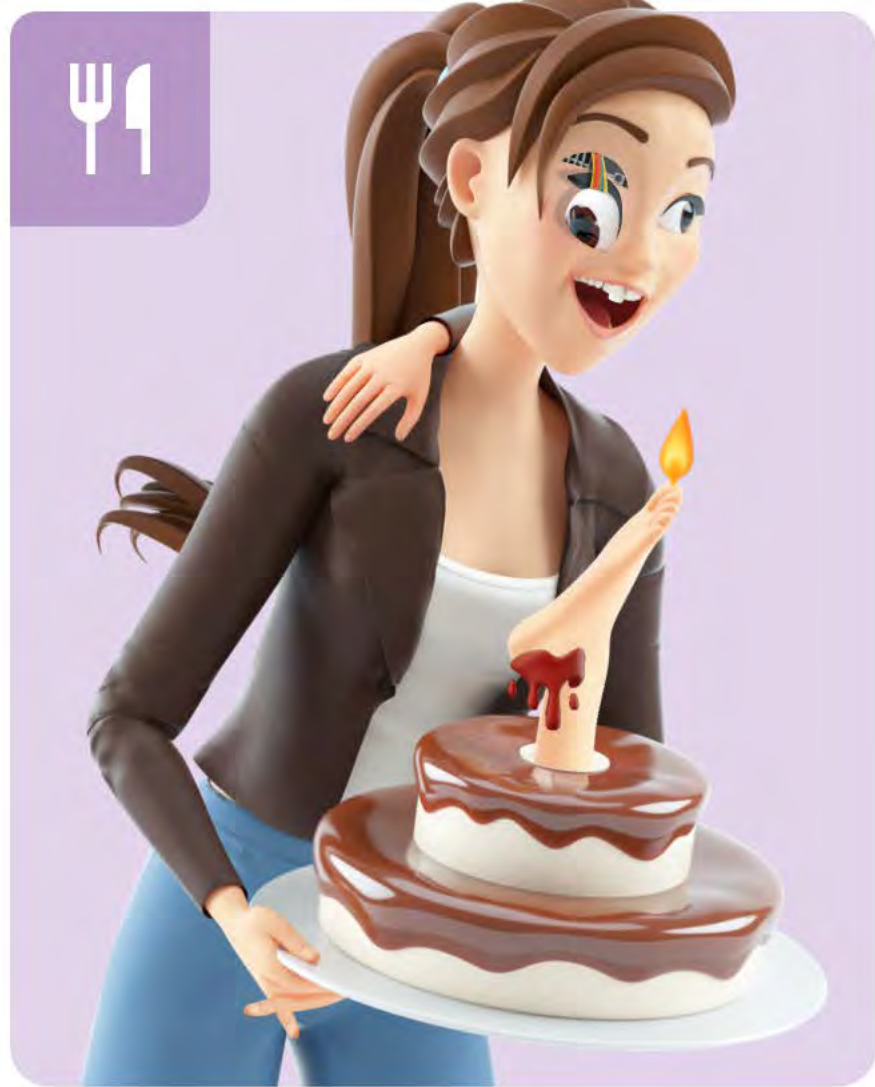


meeple mountain
the summit of board gaming

Why You Should Limit Your Game Collection

Is your board game collection growing faster than you can manage it? Setting a hard limit will save you money and ensure you only have games you love.

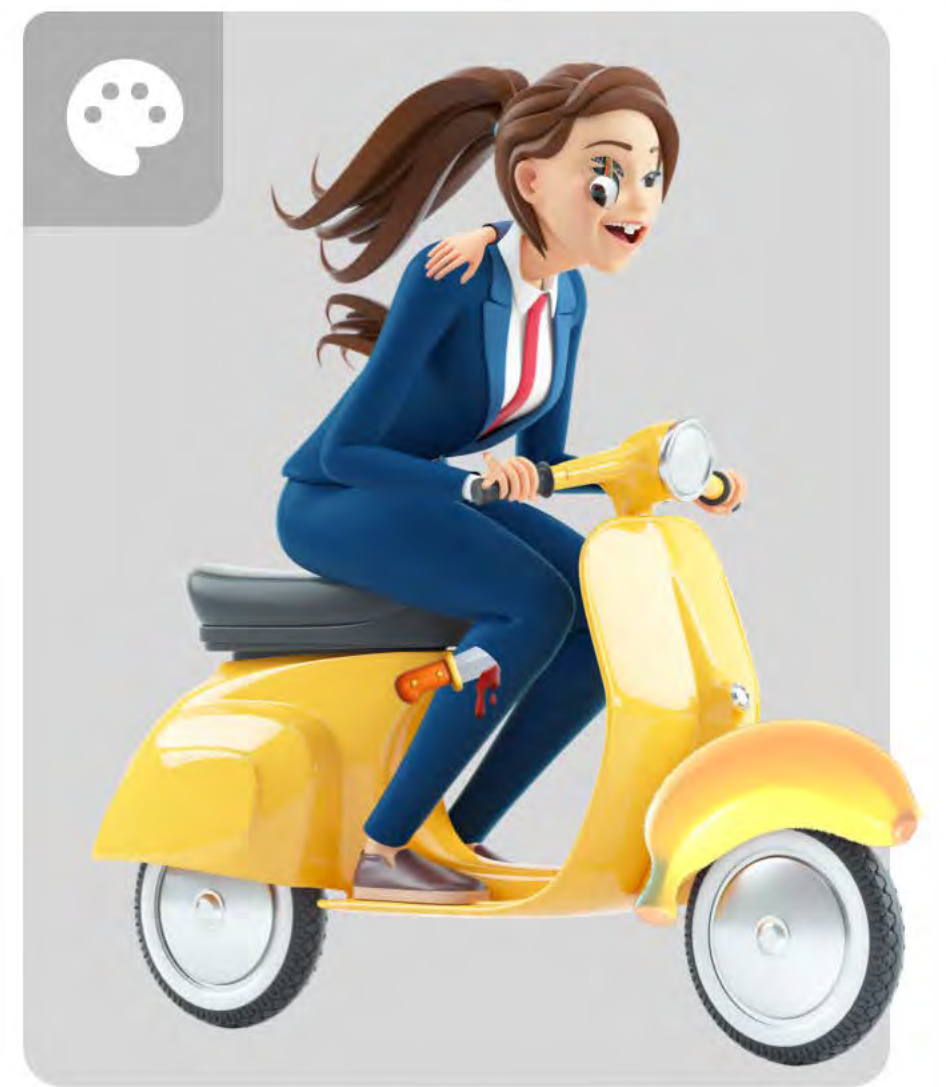
4
STORIES



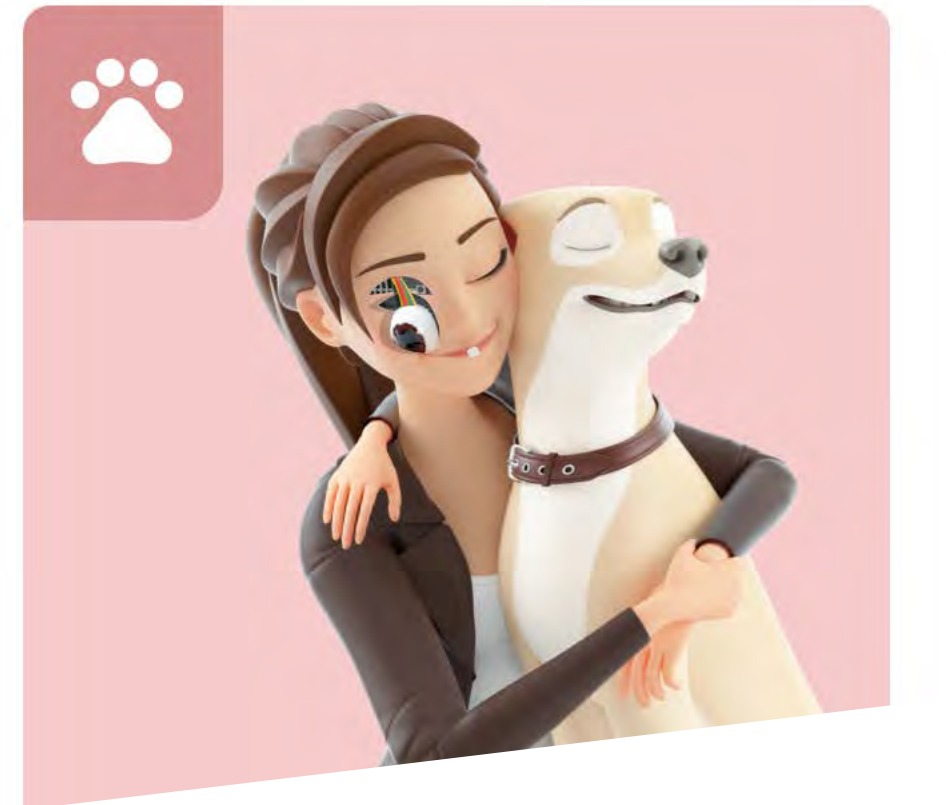
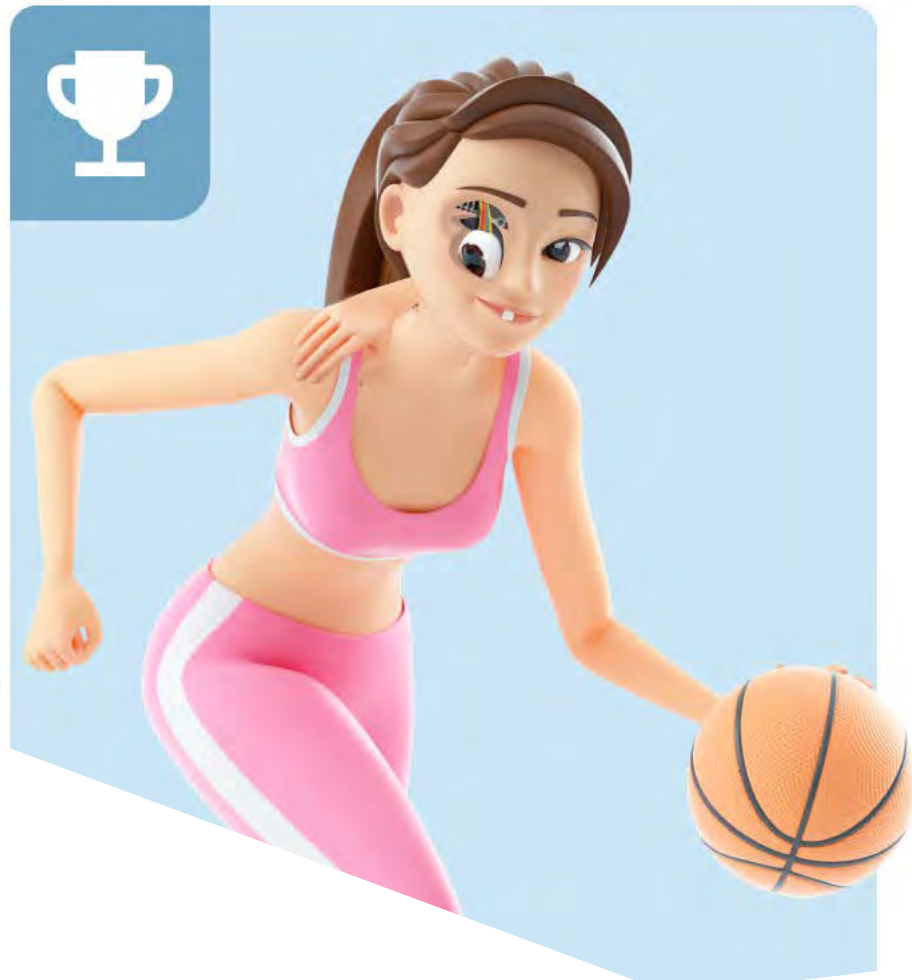
AI GIRLFRIEND



AI GIRLFRIEND



AI GIRLFRIEND



4. AI Girlfriend

everlygames.com/ai-girlfriend

3-6 Players 5-10 min

I design board games and publish free print-and-plays.

My latest game is AI Girlfriend: the pocket game with trust issues.

- Fully designed the game
- Ran playtesting sessions
- Refined the rules
- Secured licensed art
- Graphic design
- Photoshop



Remember the glitchy AI girlfriend you pushed into the dumpster?

She's back.

Now she's masquerading in the skin of a human and looking for you.



References

“Nate is always developing new and interesting ideas for how to look at our funnel, user experience, and how we serve our audience. 11/10 would hire again.”



Erik Allebest
CEO, Chess.com

“He's one of the most creative people I've ever collaborated with. He was always able to take ownership of projects and see them all the way through”



Jon Henshaw
Co-founder, Raven Tools

“He understands complex theories and delivers simple and concise solutions.”



Jon Zumbrun
Senior Engineer at Bayer

“In the online world, few people ‘see’ the web and its potential the way Nathan Baker does.”



Angela Smith
History Professor at North Dakota State University