

Colin Williams he/him
Senior Software Engineer

Experienced engineer with a strong design sense. Proven ability to unify strategy, empower engineers, and align cross-functional stakeholders to achieve shared goals. Passionate about building high fidelity products that are both functional and delightful to use.

SELECTED EXPERIENCE

Senior Software Engineer - Opto Investments

October 2024 - Present

Opto Investments leveraged AI to enhance investment memo creation. I developed a tool using a custom model that extracts key information from uploaded marketing decks for private funds, enabling investment managers to focus on high-value content.

- Lead development on an AI-powered front-end system to extract insights from marketing decks, streamlining investment memo creation and enhancing user productivity.
- Collaborated closely with other developers, designers, and product managers to implement a conversational interface, delivering intuitive, user-centered interactions.
- Partnered with multiple teams to ensure scalable and maintainable architecture, reducing development cycle friction.
- Key contributor to Opto's design system, ensuring consistency across multiple products.

Senior Software Engineer - Primer.ai

May 2021 - August 2024

Solving problems for Primer's largest client, I delivered custom tools allowing users to interpret their data in new ways.

- Lead frontend developer building high-profile AI applications, creating intuitive interfaces that secured a \$10M project renewal.

EDUCATION

Rhode Island School of Design

Master of Fine Arts — Digital + Media
2010

University of Oregon

Bachelor of Fine Arts — Digital Art
2008

CORE SKILLS

React, TypeScript, Vite, and Redux

Team Leadership & Mentorship

Scalable Front-End Architecture & Component Libraries

AI Integration & Conversational Interfaces

Product Design
Collaboration & User Empathy

- Led and managed a team from across the organization for the development of a reusable design system component library assuring quality and consistency across multiple products.
- Implemented a custom WebAssembly data table, enabling powerful client-side queries and improving frontend performance.
- Developed an airgapped mapping solution for increased usability and accuracy in a high-security environment.

Senior Software Engineer - Adidas

May 2020 - April 2021

I worked with top creators, including Kanye West for Yeezy and Beyoncé for Ivy Park. I coordinated with talent between Amsterdam and Bogotá while managing tight deadlines across multiple offices.

Yeezy

- Created a React and Three.js-powered 3D experience for Yeezy, optimizing performance across platforms, including mobile.
- Transitioned a legacy vanilla three.js build to a React-based architecture, achieving a 28% performance improvement, and easier state management.
- Provided quick prototypes of ideas that were shared with key stakeholders.

Ivy Park

- Technical lead on Ivy Park, setting overseeing team hiring and onboarding processes.
- Developed a custom experience for Ivy Park that utilized the CMS powering adidas.com.

Principal Web Developer (most recent title) - AKQA

June 2013 - December 2019

Led front-end architectural decisions for various enterprise websites, and managed cross-functional teams of front-end and back-end developers.

VOLUNTEER WORK

Crisis Text Line

2024 - Present

Provide crisis intervention and support to those in need.

Native American Youth and Family Center (NAYA)

2021 - Present

Participating in community gardening events, fostering connection and giving back to the community.

Donut.js

2016 - 2020

Organizer for a community-driven tech meetup. Coordinated volunteer outreach and facilitated partnerships with nonprofits, raising over \$15,000 for social impact initiatives.

Exemplary Projects

Palms Casino Resort

- Architected front-end solutions which allowed React and a single instance of Adobe Experience Manager to power 21 unique websites for each of Station Casinos' properties.
- Managed a team of 7 developers, creating requirements and assigning tasks fit into three week sprint schedules.
- Worked closely with third party development teams to deliver a room booking flow.

NRG

- Pioneered a component driven architecture built in React that consumes JSON from Adobe Experience Manager.
- Co-managed a team of 5 front-end developers, owning code quality and setting expectations for how code is written.
- Collaborated closely with creative, pushing their boundaries on how to design with a component driven architecture.

Nike - highlights

- Created an event ticket hub built in React and GraphQL hosted in Heroku with Okta authentication.
- Developed a web app in vanilla JavaScript allowing users to upload their own videos that gets recomposed in AWS Lambda with reactions from Nike athletes.
- Using Nike+ data from users, compiled a Year in Review web app highlighting their achievements over the past year.
- Worked with Nike and R/GA development teams on nike.com, developing new features in Adobe Experience Manager.

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