

# Craig Pestell

## Senior Software Engineer

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## Professional Summary

Senior Software Engineer with 15+ years of experience building enterprise applications for Apple, Google, Macy's, and Williams Sonoma. I specialize in full-stack development and turning complex problems into simple, effective solutions.

## Professional Experience

### Senior Full Stack Developer

Apple Inc.

Jul 2024 - Present

Developing enterprise applications to optimize embedded software engineering workflows and hardware testing processes

- Architecting TypeScript/Next.js platform serving critical hardware testing workflows
- Collaborating with cross-functional embedded software engineering teams
- Implementing scalable Python backend services for complex test data processing and analysis

*Technologies: TypeScript, Next.js, React, Python, Docker, Kubernetes*

### Senior Full Stack Developer

Healthcare Technology Startup

Jun 2023 - Apr 2024

Led development of AI-powered healthcare platform designed to reduce operational costs and deliver measurable value to enterprise customers

- Architected and delivered customer subscription management dashboard from concept to production
- Developed Chrome extension enabling seamless website augmentation through intelligent script injection
- Implemented enterprise-grade Auth0 authentication and authorization across distributed application ecosystem
- Established standardized Azure deployment pipelines ensuring consistent application hosting procedures
- Created comprehensive Tailwind component library enabling consistent brand experience across platforms

*Technologies: TypeScript, Next.js, NestJS, Python, Azure, Auth0*

### Senior UI Developer

Google Inc.

Jan 2022 - Sep 2023

Designed and developed innovative collaboration platform for silicon chip design specifications across 20+ engineering teams

- Created comprehensive proof-of-concepts and technical wireframes for Fuse Manager application
- Delivered production-ready features using Angular, RxJS, and Google's internal development ecosystem
- Conducted thorough code reviews ensuring high-quality standards across frontend development team
- Provided technical leadership for architectural decisions in chip design collaboration platform

*Technologies: Angular, TypeScript, Python, RxJS*

### Senior UI Developer

Williams Sonoma

Sep 2020 - Nov 2021

Led architectural transformation of legacy monolithic e-commerce platform to modern micro-frontend ecosystem

- Delivered significant performance improvements enhancing end-user experience across all customer touchpoints
- Streamlined developer experience and accelerated feature delivery lifecycle through modern tooling
- Architected and implemented micro-frontend component build system with structured CI/CD pipeline
- Successfully migrated complex legacy monolithic architecture to scalable, maintainable modern platform

Technologies: *Vue.js, Node.js, TailwindCSS, SASS, Jest*

## Senior UI Developer

Macy's

Jan 2015 - Mar 2020

Architected enterprise-scale micro-frontend platform and led comprehensive performance optimization initiatives

- Designed componentized, loosely coupled, scalable isomorphic micro-frontend architecture serving millions of users
- Optimized REST services and Node.js applications on Google Cloud Platform achieving significant performance gains
- Integrated comprehensive analytics ecosystem including Adobe Analytics, Google Analytics, and Tealium
- Mentored development teams on advanced frontend and backend development practices
- Created developer tooling and frameworks streamlining onboarding and accelerating feature development

Technologies: *React, Redux, GraphQL, Node.js, Webpack, SASS*

## Lead Full Stack Developer

Kali Protectives

Dec 2015 - Sep 2019

Independently delivered comprehensive e-commerce platform and brand digital presence for sports equipment manufacturer

- Collaborated with marketing team to establish compelling brand identity and comprehensive style guide
- Architected and implemented robust Node.js REST API providing scalable data endpoints
- Integrated Cloudinary for advanced image optimization delivering superior responsive web performance
- Established complete DevOps infrastructure across development, staging, and production environments
- Designed and delivered targeted HTML email marketing campaigns driving customer engagement

Technologies: *Node.js, Express, PostgreSQL, Handlebars, TinyMCE*

## Technical Skills

React	TypeScript	JavaScript	Next.js	Vue.js	Angular	Node.js	Python	TailwindCSS
SASS/SCSS	PostgreSQL	MongoDB	Express.js	NestJS	Webpack	Git	Linux	AWS
Azure	Google Cloud	Docker	Kubernetes	Auth0	GraphQL	Redux		

## Key Projects

### Enterprise Hardware Testing Platform

Mission-critical application supporting embedded software engineers in hardware test data collection and analysis

Technologies: *TypeScript, Next.js, React, Python*

### AI-Powered Healthcare Platform

Enterprise healthcare solution leveraging LLMs with integrated subscription management and Chrome extension

Technologies: *TypeScript, Next.js, NestJS, Python, Azure, Auth0*

### Silicon Design Collaboration Platform

Version control and collaboration system for silicon chip specifications across 20+ engineering teams

*Technologies: Angular, TypeScript, Python, RxJS*

### **Context-Agnostic Component Library**

Multi-brand component system serving Williams Sonoma's portfolio with configurable behaviors and CSS variable theming

*Technologies: Vue.js, JavaScript, SASS, CSS Variables, Storybook, Jest*

## **Education**

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### **Diploma in Computer Systems Technology in Data Communications & Networking**

[British Columbia Institute of Technology](#)

Dec 2003 - Nov 2006

### **Certificate in Programming in Programming Concepts and Methodologies**

[British Columbia Institute of Technology](#)

Dec 1998 - Nov 1999