

J Scott Smith

NIKE VIRTUAL STUDIOS
Engineering Manager

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Experience Highlights

Hands-on Engineering Manager building modern web products

- **9+ years of software engineering experience** building modern web products with React frameworks (NextJS, Gatsby, Vite), TypeScript, REST APIs, and GraphQL, including comprehensive server-client interactions
- **3+ years of engineering management** leading a diverse frontend engineering team of 4+ engineers with varied skill levels through regular 1-on-1s, providing technical support, career coaching, and conflict resolution
- **Led frontend development from 0-to-1** for a new digital product at Nike called dotSWOOSH, contributing to over \$50 million in enterprise revenue
- **Managed direct reports** with responsibility for performance reviews, compensation conversations, and individual career development planning through goal setting and support
- **Cross-functional collaboration** with product, design, data, and senior leadership teams to develop and implement technical strategies that achieve business objectives and drive innovation
- **Demonstrated experience building technical organizations** through creating interview processes, conducting interviews, and structuring teams into squad models
- **Created and maintained high-performing team culture** through leading with empathy, running bi-weekly meetings, providing technical mentorship, and establishing knowledge sharing initiatives
- **Utilized AI agentic workflows** to accelerate prototyping of 3D experience and research for discovering and pitching new business opportunities to senior leadership
- **Influenced senior leadership** to adopt a content component system, accelerating content delivery for new launches by ~40% on the swoosh.nike web experience

Nike Virtual Studios *Engineering Manager*

MARCH 2024 – PRESENT

Led a small but mighty frontend engineering team responsible for building swoosh.nike, which pivoted from a Web3 platform to become the home for Nike's first ever pre-order sales platform resulting in 50 million+ revenue for the business, solving a business challenge Nike had been unable to achieve in over a decade. The team built innovative expressive digital/physical product pages and game experiences that engaged deeply with a Gen Z audience.

As the engineering manager, key responsibilities included:

- **Conducted regular 1-on-1s** to monitor team morale, provide empathy and business clarity, understand technical challenges, and support individual development
- **Managed direct reports** through goal setting aligned with career development and business KPIs, collected feedback for performance reviews, and conducted compensation conversations
- **Collaborated with senior leadership** to plan and prioritize deliverables based on business objectives and team capacity
- **Managed agile work cycles** through sprint planning, backlog grooming, and resource allocation in collaboration with design and product teams
- **Guided team innovation** through "Innovation Fridays," enabling members to explore AI tooling, research new features, and present opportunities to leadership through prototypes, architectural diagrams, and cross-functional pitches
- **Provided technical guidance** and architectural oversight while enabling team autonomy in building the platform
- **Identified and explored new business opportunities** to engage gaming culture, including platform expansion strategies like Twitch integration, through rapid prototyping with AI agentic workflows
- **Influenced product roadmap** by creating prototypes and presenting strategic opportunities to leadership, resulting in 1-2 new features being prioritized

Nike Virtual Studios *Senior Full Stack Engineer*

AUGUST 2022 – MARCH 2024

Launched a new Nike brand called dotSWOOSH that was a virtual goods platform and scaled it from 0-to-1, developing initial community onboarding through the first successful primary collection sale, selling nearly 100k digital assets and generating nearly \$2 million in revenue. Led comprehensive frontend infrastructure development with key technical contributions including:

- **Developed a NextJS TypeScript application** using key technologies including Tailwind, React Query, React Three Fiber, and Zustand while using AI agentic workflows to boost productivity
- **Built design system and component library** in collaboration with design supporting the new Nike brand, with Jest testing and Storybook documentation
- **Set up monorepo package architecture** to share common code between client applications and backend services
- **Implemented Algolia search integration** and custom infinite gallery view supporting hundreds of thousands of virtual items with extensive filtering, sorting, and favoriting capabilities
- **Impacted platform scale** by researching and implementing localization strategies allowing global expansion from US to EMEA countries

Beyond individual technical contributions, provided leadership and team support through:

- **Coordinated and trained Ops teams** on Contentful infrastructure through regular training sessions, providing technical support, and collecting feedback to facilitate efficient processes
- **Provided technical mentorship** through ADR/RFC guidance and comprehensive PR reviews focused on technical excellence and individual growth opportunities
- **Resolved team conflicts** by facilitating discussion forums to surface different perspectives and build consensus for moving forward
- **Facilitated cross-team collaboration** through regular 1-on-1s across the engineering, design, and product teams to understand challenges and identify opportunities
- **Provided project management** through engineering estimates, deliverable coordination, and progress presentations to senior leadership
- **Demonstrated organizational building** by creating interview processes, conducting technical interviews, and assisting with hiring decisions

HMBradley *Senior Software Engineer*

MARCH 2020 – AUGUST 2022

Fair *Senior Software Engineer*

APRIL 2019 – MARCH 2020

GumGum *Senior Web Engineer*

OCTOBER 2017 – APRIL 2019

HAUS *Lead Front-end Developer*

MARCH 2015 – OCTOBER 2017

Memorisely *Product Design UI/UX Bootcamp*

2022

California State University, Long Beach *BFA Graphic Design*

2007 – 2011

Book Shop Ads: Creative Advertising School

2008



For complete CV please visit
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