

J Scott Smith

Engineering Manager – Los Angeles

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WEB
<https://damnthat.tv>

Creative software engineer and leader working to develop modern user interfaces for the web. Intent on building user-friendly applications that are performant and accessible while writing code that is tested, scalable and maintainable. Obsessed with finding creative ways to delight and inspire the user.

Nike Virtual Studios

Engineering Manager

MARCH 2024 – PRESENT

Managed the frontend web engineering team responsible for building and maintaining the swoosh.nike platform that pivoted from a Web3 play to Nike's first ever Pre Order sale, a problem that Nike hadn't been able to solve for over a decade. The team built out a unique product page that integrated lifestyle imagery with an interactive 3D product designed to capture a new market of users under 30. Additionally, the team continued to provide support to our Web3 users by building the ability to off-ramp their NFTs and trade on an open marketplace. The dotSwoosh platform operated as a marketing arm for Nike's gaming initiatives by becoming a home for custom 3D experiences to support in-game product launches as well as pre orders. Connecting gamers to new Nike product was furthered by providing exclusive access to users whose account linked to partners such as EA and Epic.

Leadership

Planning

Mentorship

Prototyping

Resourcing

Architecture Design

Design Systems

Senior Full Stack Engineer

AUGUST 2022 – MARCH 2024

Launched a new brand and platform for co-creating, and purchasing Nike virtual goods at swoosh.nike. Helped scale this new product from onboarding a new community of users, to supporting the first primary sale of an NFT collection. Built out a new design system and component library, packaged in our monorepo, tested with Jest and documented with Storybook. Developed and managed Algolia integration and built out a custom infinite gallery view for virtual goods complete with hundreds of filter options. Helped lead the team in technology discussions by drafting ADRs and RFCs. Mentored and guided team members through PR reviews and 1v1 meetings to facilitate growth amongst the team. Provided timeline estimates for projects to keep product teams informed and engineering on track. Regularly demoed product features and progress to senior leadership teams and the greater NVS experience squad.

Typescript

NextJS

Tailwind

Algolia

React Query

RushJS

Optimizely

Contentful

Three JS

HMBradley Senior Software Engineer

MARCH 2020 – AUGUST 2022

Building a new banking experience rewarding high interest rates for customers who save. Worked as a product engineer delivering features to HMBradley's React web app for deposit and credit card products. Reviewed code from team members and managed releases to keep feature development moving forward. Developed numerous stories for components in Storybook for isolated development, improved code sharing and better design collaboration. Additionally helped design new product features to improve user experience using Figma. Completely re-designed our marketing website and expanded HMBradley's branding elements, improved typography and enhanced product feature presentations, then re-built the frontend using Typescript and Gatsby. Helped advance our design system by designing an expanded color palette and button system. Built numerous easter eggs and micro sites for campaigns to delight customers.

TypeScript

NextJS

Gatsby

React Query

Storybook

Jest

Tailwind

Figma

Fair Senior Software Engineer

APRIL 2019 – MARCH 2020

GumGum Senior Web Engineer

OCTOBER 2017 – APRIL 2019

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
<https://damnthat.tv/resume>