

# J Scott Smith Experience Highlights

NIKE VIRTUAL STUDIOS  
Engineering Manager

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## Hands-on Engineering Manager building modern web products

- **9+ years of software engineering experience building modern web** products for growth with React frameworks (NextJS, Gatsby, Vite), TypeScript, REST APIs, and GraphQL, to scale platforms and deliver business impact
- **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
- **Contributed to the development of design systems** from the ground up and through iteration and maintenance alongside design teams to deliver consistency, velocity, and improved developer experiences
- **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
- **Delivered high-quality products and solutions** during high-traffic events while maintaining hands-on code contributions and architectural oversight

## PROFESSIONAL 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** ensuring accountability while enabling team autonomy in building the platform
- **Influenced product roadmap** by creating prototypes and presenting strategic opportunities to leadership, resulting in 1-2 new features being prioritized

Technical contributions to the platform:

- **Maintained hands-on technical leadership** by actively building complex features alongside the team and providing direct technical mentorship and code review
- **Identified and explored new business opportunities** to engage gaming culture, including platform expansion strategies like Twitch integration, through rapid prototyping with AI agentic workflows
- **Explored extending Nike's design system** using ShadCN and internal token-based system to support dynamic theming beyond light and dark modes, enabling flexible brand and marketing customization
- **Architected and developed a composable block system** that enabled rapid authoring of marketing and product pages while maintaining flexibility for dynamic storytelling requirements
- **Developed fault-tolerant and performant interfaces** for product pages using React Suspense and error boundaries that powered the critical pre-order purchase flow for high-traffic launches
- **Created interactive 3D experiences and workflows** for making user navigable immersive scenes using navmeshes in React Three Fiber to quickly build experiences that enhanced product journeys with engaging storytelling

## [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

FEBRUARY 2020 – AUGUST 2022

Early engineering hire to build and scale an innovative banking experience rewarding customers with high interest rates for saving behaviors. Primarily worked as a product engineer on NextJS React web applications for deposit and credit card products but also providing influence and impact with the business, design, and marketing teams.

Key engineering and design contributions:

- **Product development** – Delivered core banking features while managing code reviews, running agile processes, trunk-based development, and continuous deployment with feature flag iterations to maintain high development velocity
- **Design system leadership** – Developed comprehensive React Storybook component library, aligned with design team to tokenize styles using tooling like Tailwind, and created custom data visualization features
- **Full-stack ownership** – Completely redesigned and rebuilt marketing website using TypeScript and Gatsby, enhancing brand and product presentation with engaging user experience optimized for search engines
- **Cross-functional collaboration** – Partnered with design team using Figma to prototype new product features and improve customer experience, including a completely revamped onboarding flow
- **Customer engagement** – Surveyed and communicated with customers on Discord, built creative easter eggs and campaign microsites to delight customers and strengthen brand connection

## [Fair](#) Senior Software Engineer

APRIL 2019 – FEBRUARY 2020

Fair was an automotive fintech company providing subscription vehicle services to consumers. Worked directly with executive leadership to rapidly prototype and concept new products, expanding Fair's vehicle offerings to new markets while building internal tools supporting operations and contributing to marketing initiatives.

## [GumGum](#) Senior Software Engineer

OCTOBER 2017 – APRIL 2019

## [HAUS](#) Lead Frontend Developer

MARCH 2015 – OCTOBER 2017

### EDUCATION

Memorise.ly 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  
[damnthatsocial.tv/resume](https://damnthatsocial.tv/resume)