

J Scott Smith

Engineering Manager – Los Angeles

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WEB
<https://damnthat.tv>

Experience Highlights from 8+ years building modern web products:

- Architected and developed scalable frontend applications using React frameworks (NextJS, Gatsby, Vite) with TypeScript and GraphQL, implementing comprehensive testing strategies including unit and integration tests
- Collaborated with product, design, and senior management to define requirements aligned with business goals that led to the development of impactful go-to-market strategies
- Translated product requirements and design specifications into technical roadmaps, providing accurate engineering estimates and breaking down complex features into actionable development work
- Delivered features rapidly in agile environments while incorporating user feedback to continuously improve product experiences and team velocity
- Collaborated with design teams to create and adapt design systems, translating Figma component libraries into React components and stories leveraging libraries like Headless UI, Radix, and ShadCN for consistent user experiences and accessibility compliance
- Led a small high-performing engineering team through regular 1-on-1s, performance reviews, mentorship, and hands-on code contributions, fostering collaborative culture while maintaining technical excellence
- Optimized applications for performance and accessibility, ensuring seamless experiences during high-traffic events and compliance with accessibility standards

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 sale, solving a business challenge Nike had been unable to achieve in over a decade. The team built innovative product pages that integrated lifestyle imagery with interactive 3D product models, specifically targeting under-30 demographics.

Additionally, the team provided support to early adopters by building NFT off-ramp capabilities and open marketplace trading. To expand the platform's reach to younger markets, the site evolved into the hub for Nike's gaming initiatives. We connected with gamers through exclusive access drops enabled by partnerships with EA and Epic and account linking services. The team built rich interactive experiences to support both in-game product launches and high heat pre-orders for gaming-focused products.

As the engineering manager, key responsibilities included:

- Conducted regular 1-on-1s to monitor team morale, delegate responsibilities, and support individual career development
- Collaborated with senior leadership to plan and prioritize deliverables based on business objectives and team capacity
- Helped manage sprint planning, resource allocation, and cross-functional coordination with design and product teams
- Provided technical guidance and architectural oversight while allowing team autonomy
- Explored new business opportunities through research and rapid prototyping, presenting findings to stakeholders

Leadership

Planning

Mentorship

Prototyping

Resourcing

Architecture Design

Design Systems

Senior Full Stack Engineer

AUGUST 2022 – MARCH 2024

Launched a new Nike brand called swoosh.nike that was a virtual goods platform and scaled it from initial community onboarding through the first successful primary collection sale, selling nearly 100k digital assets and generating over \$1 million in revenue.

Led comprehensive frontend infrastructure development with key technical contributions including:

- Set up monorepo package architecture to share common code between client applications and backend services
- Built design system and component library supporting the new Nike brand, with Jest testing and Storybook documentation
- Developed a NextJS TypeScript application using key technologies including Tailwind, React Query, React Three Fiber, and Zustand
- Integrated and managed Contentful infrastructure keeping our content team aligned with engineering changes
- Implemented Algolia search integration and custom infinite gallery view supporting hundreds of thousands of virtual items with extensive filtering, sorting, and favoriting capabilities

Beyond technical contributions, I led team growth through ADR and RFC documentation for technical decisions, mentored developers via PR reviews and 1-on-1s, provided project timeline estimates, and regularly presented progress to senior leadership and the Nike Virtual Studios experience team.

Typescript

NextJS

Tailwind

Algolia

React Query

RushJS

Optimizely

Contentful

Three JS

HMBradley Senior Software Engineer

MARCH 2020 – AUGUST 2022

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>