

Nichole Purcell

Front End Engineering Lead and Manager

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<https://nikkipurcell.github.io/vite-portfolio/>

Results-driven front end engineering manager with 7+ years leading front end development teams and over 15+ years as a software engineer. Proven track record of delivering complex software applications with a focus on high-quality user experiences. Passionate about building and nurturing high-performing teams and driving continuous improvement.

EXPERIENCE

Front End Engineering Lead

Mar 2022 - Nov 2023

Senior Front End Engineer

June 2021 - Mar 2022

ChowNow - Los Angeles, CA

- Supervised the development of the ChowNow Admin Dashboard, a React-based app, with a focus on new feature development, scalability, performance and accessibility.
- Managed and motivated a team of 5 front end engineers to maintain high productivity, excellent morale, and low turnover all while increasing team velocity by 50%.
- Led the architecture and successful launch of a new client onboarding workflow solution, improving customer engagement by 83%.
- Orchestrated the migration of legacy JavaScript codebases to TypeScript utilizing unit tests and error analysis tooling, resulting in an increase in user interface responsiveness.
- Collaborated with cross-functional team members to deliver engineering proposals, project timelines, and stakeholder updates ensuring 95% on-time delivery of milestones.

Principal Front End Engineer

Aug 2018 - April 2021

Senior Front End Engineer

July 2017 - Aug 2018

Cornerstone On Demand - Santa Monica, CA

- Managed and trained 9 backend engineers, both onsite and offsite, to build a large-scale React-based human resources workflow application leading to increased customer engagement.
- Built an absence management application that included data forms, visualizations and software localization, resulting in a significant increase in company revenue and user base.
- Co-developed and implemented a reusable component library using React, TypeScript and Storybook, which helped to improve front end team operations.
- Spearheaded the adoption of an accessibility audit to help create accessible components in our applications to meet Section 508 compliance and WCAG guidelines.

Software Engineer

Oct 2012 - June 2017

Leaf Group - Santa Monica, CA

- Built React based features such as an image uploader, login forms and ecommerce product pages on Society6.com, allowing artists and customers an improved UI experience.
- Developed the UI for subscription templates, payment flows and online video classes for

Creativebug.com resulting in its first successful product launch to market.

Front End Web Developer

Feb 2011 - Oct 2012

The Cimarron Group - Hollywood, CA

- Contributed to building desktop & mobile websites for hospitality and entertainment clients such as MGM Grand, Warner Bros, Universal and Disney, ensuring timely completion of projects.
- Delivered the front end UI for Tim Burton's Dark Shadows movie website, resulting in winning the 2012 FWA Website & Mobile Site of the Day awards.

Manager, Multimedia Marketing

Oct 2008 - Feb 2011

Sony Pictures Television - Culver City, CA

- Supervised all website operations and development and provided technical support for the global B2B website SonyPicturesTelevision.com.
- Recruited digital media vendors after evaluating technical requirements resulting in saving the company \$50k-\$100k per project.
- Managed 4 digital media employees to assist in DVD creation, building video streaming services, and developing various marketing and publicity websites for Sony Pictures television shows.
- Built and designed CMS applications for TV shows such as The Dr Oz Show using PHP, MySQL, HTML and JavaScript, allowing internal clients to view and download sales kit assets.

Mechanical Engineer

June 1999 - Oct 2008

Worked for Northrop Grumman, Boeing North American, Conexant Systems, and American Suzuki Motor Corporation. As an engineer I designed 3D models for kinematic mechanisms used on the F-35 Joint Strike Fighter aircrafts for Northrop Grumman. I also designed pressure and temperature systems for Boeing's space shuttle program.

SKILLS

Languages: HTML5, CSS3, JavaScript, TypeScript

Technologies: React, Redux, Next.js, Tailwind CSS, Jest, Storybook, Cypress, Git, npm, Yarn, webpack, Git, Node.js, JSON & REST APIs, MySQL

Methodologies: Agile, Scrum, Kanban

Management: Team Leadership, Project Planning & Execution, Mentoring & Coaching, Technical Architecture, Technical Recruiting

EDUCATION

Certificate Design Communication Arts, UCLA Extension, CA

2008

B.S. in Mechanical Engineering, California State Polytechnic University Pomona

1999