

# Nichole Purcell

Front End Engineering Lead and Manager

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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

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### 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

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**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

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**Certificate Design Communication Arts**, UCLA Extension, CA

2008

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

1999