AMIR
ARDALAN

Portland, OR
hi@amir.sh
https://amir.sh
GitHub
LinkedIn

SENIOR SOFTWARE ENGINEER – FRONTEND SPECIALIST

PROFESSIONAL SUMMARY

Senior Software Engineer with 10+ years in JavaScript, Frontend, UI/UX, and 5+ years specializing in TypeScript, React, Next.js, Tailwind, and design systems. Trusted by Nike, Columbia Sportswear, and KEEN Footwear to deliver scalable, component-driven UI systems and high-performance applications. Expert in UI/UX, design systems, and bridging the gap between design and engineering teams to create seamless, user-centered solutions.

SKILLS & TECHNOLOGIES

Frontend: React, React Native, Next.js, Expo, TypeScript, JavaScript, HTML/CSS, Tailwind, WebGL, Three.js
Testing/Tooling: GitHub Copilot, VSCode, Jest, Mocha, React Testing Library, Git, Jenkins, Vercel,
Backend/Infra: REST, GraphQL, PostgreSQL, Prisma, Supabase, AWS Lambda, S3, Cloudfront, Convex
UI/UX & Design: Figma, Photoshop, Illustrator, Accessibility, Responsive Design, Design Systems

SELECTED EXPERIENCE

Software Engineer II & III – **Nike** (Contract)
Dec 2022 – Jun 2025

- **Digital Innovator – LeBron James Innovation Center (Dec 2022 – Dec 2023)**

  - Built a Next.js + TypeScript browser-based design tool enabling Nike Innovation designers to prototype footwear/apparel concepts directly in the browser.

  - Delivered a high-performance, interactive UI leveraging TailwindCSS, WebGL, and custom UI components to handle complex product design visualizations.

  - Partnered closely with design teams in a skunkworks agile environment, translating experimental workflows and prototypes into production-ready software that contributed to real products reaching market.

  - Improved performance, accessibility, and extended Nike's enterprise design system to deliver familiar, scalable UI components.

- **Frontend Developer – Global Technology Sports Marketing (The Locker & GAMEDAY, Jan 2024 – Jun 2025)**

- Modernized The Locker, Nike's internal athlete contract allocation system, transitioning from a legacy JavaScript monolith to a scalable React + TypeScript architecture.

- Delivered features and fixes across both legacy and modern stacks while integrating GraphQL (Apollo), REST services, AWS Lambda, and Terraform-provisioned infra for cloud-native scalability.

- Developed new features and enhancements for Nike Gameday, a React + TypeScript + Vite storefront where Nike athletes and universities order apparel and equipment.

- Enhanced UI/UX fidelity and accessibility across platforms, ensuring on-brand, responsive experiences aligned with Nike design standards.

Application Engineer – **DemandPDX / Freelance**
Jun 2018 – Dec 2022

- Developed eCommerce UI features for brands like Hanna Andersson and Leatherman using JavaScript, SCSS, and Salesforce Commerce Cloud
- Launched open-source Markdown Blog & CMS with Next.js and Tailwind (65+ GitHub stars)
- Built lightweight, SEO-optimized developer tools and publishing systems

UI Engineer Lead – **KEEN Footwear / Chrome Industries**
May 2015 – Jun 2018

- Led frontend and content development across multiple Salesforce Commerce Cloud storefronts in collaboration with BASIC/DEPT®
- Built reusable component libraries in HTML/CSS/JS, reducing code duplication
- Directed team-wide efforts in responsive design and accessibility compliance

Web Developer – **Columbia Sportswear Company**
Mar 2014 – May 2015

- Developed responsive components for Columbia's global eCommerce site using HTML, CSS, JavaScript
- Collaborated with design and marketing teams on seasonal launches

PERSONAL PROJECTS

Markdown Blog & CMS: https://github.com/amirardalan/amirardalan.com

- Next.js, Tailwind, MDX, Postgres, Auth.js, Zustand, On-Demand Revalidation
- Lightweight blog and publishing platform for developers. SEO-optimized, component-based architecture.