George Awwad

Senior Frontend and Full-Stack Engineer | Design Systems | AWS | Applied AI

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SUMMARY

Senior frontend and full-stack engineer with 10+ years building design systems, internal platforms, and data-rich web apps. React and TypeScript at the core, with Node.js, Java and FastAPI backends, Terraform on AWS, and applied ML (SageMaker, RAG). Nike Technologist of the Quarter (2025).

Highlights: 10M+ emails and notifications per month on NCP | 20+ engineers shipping on a shared design system and BFF | about 75% ML inference cost reduction on ICON | NKE RAG platform taken from demo to pilot beta

EXPERIENCE

Lead Software Engineer, Nike

Mar 2026 - Present

Studio Technology Platform and Nike Knowledge Engine

Nike Knowledge Engine (NKE)

- Co-own NKE, an internal RAG platform that gives consumer-insights researchers cited, conversational answers from ethnographic interview data. Took it from Streamlit demo to pilot-ready beta.
- Led the React and Vite client from POC to beta: evidence panel, transcript replay, reading view, dark mode, and Field Notes.
- Designed and reviewed FastAPI work: status and readiness API, JWT-group operator authorization, and fail-closed ingest endpoints.
- Shipped the public edge (CloudFront, S3, ALB, TLS, DNS) in Terraform, plus operator ingest and approval workflows, CI, and team handover docs.

ICON (studio technology): product photography and asset pipeline

- Replaced deprecated AWS ML with a serverless SageMaker CatBoost endpoint: better upload classification and **about 75% lower inference cost** (roughly 12,000 requests per month).
- Added CloudWatch health and cluster-down alarms across five services in Terraform for faster failure detection during release windows.
- Built job-history APIs and a React job-routing UI, fixed library view codes, and sped up CI by removing LocalStack integration tests. Built Figma plugins and agentic LLM tooling the team uses daily.

Senior Software Engineer III, Nike Marketing Technology

Nov 2018 - Mar 2026

Nike Communications Platform (NCP)

- Helped deliver **10+ million emails and notifications per month** to Nike consumers worldwide, through peak retail and launch seasons.
- Built the design system and component libraries used by hundreds of internal users; primary support contact and design reviewer.
- Built a Node.js BFF over 15+ REST and GraphQL services, letting **20+ engineers** ship without integrating each backend.
- Led the monorepo migration (Jenkins, Docker, npm) for faster component releases; owned observability, on-call, and zero-downtime AWS deploys.

Software Engineer, Apex at Nike Digital

May 2018 - Nov 2018

- Built Nike's first in-house marketing platform (React and TypeScript micro-frontends), integrating 10+ REST services and shipping on fixed dates ahead of retail openings, including Shanghai.

UI Developer, Florida Blue

Apr 2017 - May 2018

- Built a 100+ component React design system and healthcare analytics dashboards for teams serving an insurer with 4+ million members.

EDUCATION

University of Central Florida, B.A. Communications, minor in Digital Media and Web Design, 2010 - 2014

RECOGNITION

Nike Technologist of the Quarter, 2025

TECHNICAL SKILLS

Languages: TypeScript, JavaScript, Java, Python, HTML, CSS, Node.js, Swift

Frontend: React, SPA architecture, Redux, Context, Vite, Vitest, design systems, component libraries, Figma plugins, SwiftUI

Backend and APIs: Node.js BFF, Java services, FastAPI, REST, GraphQL federation, OpenAPI clients

Cloud and infrastructure: AWS (ECS, S3, CloudFront, ALB, SageMaker, Bedrock Knowledge Bases, CloudWatch, DynamoDB), Terraform, CloudFormation, Docker, Jenkins, GitHub Actions

AI and ML: RAG retrieval, Amazon Bedrock, SageMaker serverless, CatBoost, LLM workflows, agentic tooling

Auth: Okta and Aegis SSO, JWT group-based roles

Practices: on-call, observability, zero-downtime deploys, spec-driven development, API testing (Bruno), code review, user research