

Nicole Orchard

Houston, TX | Remote / NYC Open

Front-End Engineer | Product-Minded Builder | Design + Engineering

Design-minded software engineer with experience building production applications, scalable web experiences, and customer-facing digital products across startup, agency, and in-house environments. Strong background in JavaScript, modern front-end development, UI implementation, and cross-functional collaboration. Combines engineering execution with strong visual judgment and attention to detail.

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🌐 norchard

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Web & Email Developer

Love Advertising March 2024 - Present Houston, TX

- Develop and maintain custom WordPress websites for client brands using reusable, scalable front-end patterns
- Build responsive, interactive email campaigns and customer journeys in Salesforce Marketing Cloud
- Created internal tools and workflow improvements that increased efficiency for templated email production
- Collaborate with designers, strategists, and stakeholders to translate concepts into polished digital deliverables
- Ensure quality through testing, debugging, and detail-oriented QA across web and email experiences

Independent Web Designer & Developer

Freelance / Agency Engagements May 2019 - March 2024 Berlin, DE / Houston, TX

- Designed & developed websites, brand systems, and digital experiences for small businesses and agency clients
- Built responsive websites using WordPress, Squarespace, HTML, CSS, and JavaScript
- Gathered requirements directly from clients and translated business goals into functional user experiences
- Managed projects end-to-end from discovery and design through implementation and launch
- Delivered multiple concurrent projects while maintaining strong client communication and deadlines

Software Engineer

Mapbox November 2017 - May 2019 San Francisco, CA

- Built and maintained applications and cloud infrastructure supporting map tile generation and delivery at scale
- Participated in on-call rotations and helped ensure reliability of production systems
- Reduced technical debt by refactoring legacy libraries into modular, maintainable systems
- Improved performance of Redis-based caching services
- Created onboarding materials and programs to accelerate ramp-up for new teammates
- Collaborated across engineering teams to improve internal processes and service quality

Web Designer

Division Of/ June 2015 - July 2016 New York, NY

- Designed websites, digital branding systems, and interactive client experiences
- Led award-winning branding and website work for Kulen Outreach
- Designed portfolio application for NBCUniversal showcasing cross-platform advertising campaigns

EDUCATION

Recurse Center Programming Intensive
2017 New York, NY

- Completed independent computer science study including Nand2Tetris
- Built data visualization web application using D3.js and Mapbox APIs

Rice University Bachelor of Arts, History & Art
Houston, TX

SKILLS

Languages: JavaScript, TypeScript, HTML, CSS, SQL, PHP, AMPscript

Frameworks / Libraries: React, Node.js

Platforms / CMS: WordPress, Salesforce Marketing Cloud, Squarespace

Design / Product: Figma, Photoshop, Illustrator

Other: Git, Responsive Design, QA, Cross-functional Collaboration