NICO WESTERDALE

ACCELERATOR CTO

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Ideas are easy to come by, but turning that little gem into something truly wonderful is a harder task. I help people see, with clarity and purpose, what ideas will become when they are made real. Then we can begin the hard work on how to deliver them to the world.

From founding and scaling my own companies, to working in startups and for large corporations, I have the technical knowledge and industry expertise to build and sustain technology and innovation practices based on the principal of always putting people first.

I excel at using my Product driven UX expertise to transform business needs and requirements into the leanest solution; products that meet user's needs whilst adding real value to the business.

RECENT

FREELANCE
2021 - PRESENT

Accelerator CTO

Limited engagement engineering leadership and management for startups from seed round and beyond.
I specialize in working with early or emerging startups who have limited resources and bold visions for growth. I help to define your technical goals, build roadmaps and architecture and importantly hire the right team to get you to a place of self-sustaining growth.

GOPUFF
2020 - 2021

Director of Engineering

goPuff delivers on-demand convince items out of it's owned and operated micro-warehouses, with a delivery time averaging less than 30 minutes. Working with Leadership I helped to grow the Product & Engineering teams from 7 to 200 people in 2 years; goPuff is currently valued at USD 9 Billion.

Directed all of goPuff's Consumer Facing Engineering efforts, across multiple scrum teams: Mobile, Growth and Shopping teams and the Driver Experience team, as well as multiple local and off-shore agencies. Partnered closely with Leadership, Product and UX on Product roadmaps, OKRs, and customer driven feature design, development and delivery. Adapted the Product to the impact of the global pandemic with cross-functional teams.

Created workflows for our Release Process which dramatically increased quality and reduced defects whilst maintaining team velocity, as we moved to a fully remote workforce. Worked with the entire Engineering department to produce architecture roadmaps for our Azure/AWS backed microservice architecture, and spearheaded the next generation technology of a React consumer application.

GOPUFF
2019 - 2020

IT Manager of User Experience

Brought on to lead goPuff's UX practice, my role immediately widened to encompass leading goPuff's consumer product engineering team. I deployed an agile process within the consumer product, and initiated workflows for Product direction with Leadership to ensure the execution of team priorities, successful product launches and improvements, and focus on strategic internal and external developments.

Architected straightforward patterns in legacy VueJS consumer app which increased velocity and feature development. Championed the concepts of Product Experimentation resulting in a metrics driven Product and Engineering approach to feature development. Coordinated with design and marketing to ensure a consistent brand vision across the platform.

Redesigned and rebuilt goPuff's loyalty and incentivization program resulting in significant increased in conversions. Redesigned the mobile app core UX and browse experience to deliver on the brand's promise, which resulted in a multiple percentage point lift in order revenue.

INCENTFIT
2015 - 2018

Chief Technical Officer

Managed the development team to build and scale IncentFit from proof-of-concept to successful company. IncentFit provides Corporate Wellness program, powered by the latest technology, involving checking in to fitness facilities on your smartphone, connecting fitness devices, and document scanning and processing. Clients included Corning,

University of Michigan, Magic Leap, Blue Cross Blue Shield.

Worked closely with the CEO to transform business requirements into a flexible and customizable product that fulfilled over 200 corporate client's diverse wellness benefit plan needs.

I designed and built a micropayments system that used credit card and escrow ACH bank networking with multiple payroll providers which moved over USD 500 Million in funds per year from clients to their employees. Created a sales onboarding tool enabling instant custom wellness plan creation for clients which increased client conversions. Designed and implemented the ability for customers to connect any fitness device to record their activity using API integrations with Google, Samsung, Apple Health, Strava. Built on Angular & Ionic, PHP7 (custom ORM) on AWS.

PRIOR

COMCAST
2011 - 2014

Senior Engineer

Developed the Xfinity streaming TV app for the Xbox 360, and a variety of other in-house browser/device based and streaming projects like Xfinity on Campus. Worked closely with stakeholders to communicate the technical possibilities and transform business requirements into state-of-the-art streaming media services and products.. Javascript, HTML5, Samsung Smart TV, Windows 8 Metro App, Roku app, C#, .NET, Silverlight, jQuery, streaming media.

SUNGARD - FIS
2008 - 2010

Usability Lead

Brides.com, WWD.com at Condé Nast. We went in, migrated the platform, trained the engineers, and upgraded the entire architecture front to back. Javascript, HTML, CSS, JSP, Java, Git, Hands-on training and team building.

MASSIFY
2009 - 2010

User Experience Lead

Massify was the first social networking web-app for the movie industry. Built collaborative dashboard, timeline and communication for the social website. PHP, MySQL, jQuery.

MUSICNET
2003 - 2004

Front-End Tech Lead

Architected and produced a flexible Javascript framework for embedding streaming media and Flash content in web pages to make custom music stores.

RISKCLICK
2001 - 2003

VP User Interface Design

Responsible for Riskclick's User Interface team. Designed and developed a rich ASP.NET UI control framework linking the user interface to XML data. Migrated from VB and ASP classic to VB .NET with custom Visual Studio integration. Mentored Engineers and delivered multiple successful revenue driving projects.

RARE MEDIUM
1999 - 2001

Lead Design Technologist

Lead design tech on Forbes.com, RecoveryCare.com and more, back when we were all paper millionaires before the dot-com bubble burst! Javascript, CSS, HTML, ASP, JSP.

CONSULTING

CONNECTIFY (2015) - UX Strategy, design, AB testing for launch of their new product Speedify.com.

ARCWEB (2014) - UX Design for clients, process flows, information architecture, prototyping.

HANFT RABOY (2008) - Information architecture for Navigenics, a genome testing website. Javascript, UX design.

RAZORFISH (2007) - UX for Portfolio.com for Condé Nast, their largest site launch. JSP, Java, Javascript, HTML, CSS.

WEBMD (2007) - UX Advisor for the New York Tech Team & the first WebMD Symptom Checker. Javascript, UX Design.

LAWYERLINK LLC (2006) - Document retrieval and search for deep-linking article technology. Javascript, .NET.

SAPIENT RAZORFISH (2005) - Custom Javascript UX framework for FYE's in-store streaming media station on Win CE.

TRIBAL WORLDWIDE (2005) - UX Advisor on Cuervo, Philips BodyGroom, Dannon Lite and Fit and NY State Lotto.

SCHOOLNET (2005) **-** Architected and developed interactive walkthoughs for SchoolNet's Sharepoint customization.

IAC (2004) - Active Directory, LDAP, RSS, SQL and .NET to re-architect their intranet, search, login.

CREATIVE REALITIES (2004) - Built interactive content network through showroom displays in Flash and VB .NET.

CARBON CG (2004) - Responsive UX for Pfizer's web based employee training system in Javascript.

STARTUPS

BITSDUJOUR
2007 - 2017

President/CTO

Every day BitsDuJour offers 24 hour discount deals, on both Windows and Mac software. Think Groupon for Software! Built on .NET and Azure our service won the Best Independent Software Vendor Service Award at the 2010 Software Industry Awards. Managed company and, at it's height, ran 6 person tech, ops and marketing team and sent half a million emails daily.

The business now runs on auto-pilot and I have no active daily involvement. VB/C# .NET on Azure with AWS services, multiple ecommerce integrations, jQuery.

TIPFROM.ME
2010 - 2011

President/Product Lead

TipFrom.Me is a unique service that lets you turn your web customers into an active sales force through social sharing of deals. Our system integrated with any e-commerce platform. Ran and managed the 8 person company, designed the product, built on C# .NET, Azure, jQuery, SQL Server.

ICONICO INC
2003 - PRESENT

Founder/CTO

Everyone needs a hobby, making UX and development software tools is one of mine. This hobby turned into Iconico, Inc. and tools like my award winning Screen Calipers and ColorPic still get hundreds of thousands of downloads today, despite their age. The business is now fully automated with outsourced support and requires no daily involvement. .NET, Delphi, Javascript.

TECH SKILLS

UX - VueJS, Angular, jQuery, Javascript, Ionic, Cordova, CSS, LESS, SASS, HTML5, Bootstrap, Flutter, Photoshop, Figma

.NET on Azure - NodeJS, C#, .NET Core, VB, ASP.NET, EF, LINQ, Razor, MVC, Silverlight, WinForms, SQL Server

PHP on AWS - Custom ORM, Laravel, Composer, MySQL, Aurora, RDS, EC2, S3, SNS, SES, ELB

APIs - Stripe, Dwolla, Google, Apple, Samsung, Payroll, OAuth, SSO, SAML

DevOps - SDLC, CI / CD, New Relic, Loggly, Splunk

Agile / SCRUM - Git, GitHub, Bitbucket, JIRA, Asana, Trello, Pivotal Tracker, TFS,   **...additional** - Java, Delphi

EDUCATION

OXFORD BROOKES UNIVERSITY
1996 - 1999

B.A. (Hons) Fine Arts

Specializing in New Media and Interactive Art
Degree show details available at nicowesterdale.com/hyperlight

DR CHALLONER'S GRAMMAR SCHOOL
1993 - 1996

A Levels

Mathematics, Further Mathematics, Physics, Art and Architecture

OFF-HOURS

Cyclist, juggler, and painter, but only two of these at the same time.