

Nick Hess

Denver, CO · nick@nickhess.dev · github.com/hessnd · linkedin.com/in/hessnd · x.com/nickdhess

Staff Engineering Leader with 11 years of experience architecting and delivering large-scale web platforms. Lead two teams at Peloton: eComm Discovery, driving every top-of-funnel surface across the e-commerce org, and Web Platform, the foundation powering Peloton's web experiences end-to-end. Also drive investments in AI dev tooling, including contributions to Peloton's internal MCP server fleet. Track record of expanding scope across organizational boundaries, setting technical direction, personally executing the highest-complexity initiatives, and measurably improving developer velocity and system reliability. Speaker at Next.js Conf 2024.

EXPERIENCE

Peloton Interactive

Staff Tech Lead Manager, Discovery

Jul 2024 – Present

- Lead two teams at Peloton: eComm Discovery, driving every top-of-funnel e-commerce surface, and Web Platform, the foundation powering Peloton's web experiences. Also drive investments in AI dev tooling, including contributions to Peloton's internal MCP server fleet.
- Cut deployment lead time by 50% by migrating 8 Next.js apps from Netlify to Vercel and building a custom CI/CD pipeline on GitHub Actions, the Vercel SDK, and Nx, now running across 55,000+ PRs in the monorepo.
- Broke up a monolithic React app into independently deployable Next.js microfrontends on Vercel's split architecture, giving product teams autonomous release trains and cutting average build time by 40%.
- Co-led the migration from a GraphQL monolith to a federated graph, letting teams evolve their schemas independently and driving schema-related production incidents to near zero.
- Unblocked the org-wide pnpm migration by leading monorepo health work (circular-dependency guardrails, automated barrel-import rewrites, and the React 18.3 upgrade), cutting cross-package build coupling across the codebase.

Senior Software Engineer

Sep 2023 – Jul 2024

- Presented at Next.js Conf 2024 on incrementally migrating Peloton's consumer web from a client-rendered React SPA to Next.js with SSR, improving Core Web Vitals across the funnel and measurably lifting organic search traffic.
- Rebuilt the release pipeline around DORA metrics: 50%+ faster deployment lead time and a 10% lift in pipeline reliability.

Software Engineer

May 2020 – Sep 2023

- Cut peak-season customer support ticket volume by 40% by shipping self-serve order-modification flows on the Order Experience team, including the Order Cancellation MVP and delivery scheduling/rescheduling experiences.
- Shipped core storefront, PDP, and checkout features across Peloton's consumer web (React, TypeScript, GraphQL).
- Contributed to the shared design system and component library adopted by every e-commerce team at Peloton.
- Authored the ESLint configs, testing patterns, and PR review workflows that became the org-wide standard for frontend code quality.

LoftSmart

Full Stack Engineer

Apr 2019 – Mar 2020

- Refactored a legacy multi-page application to a React SPA, improving time-to-interactive by 30%.
- Led TypeScript migration for the React frontend, reducing production bug rate by 80%.
- Developed an interactive rental preference quiz driving 10% conversion rate improvement across 5 university campuses.

Big Spaceship

Senior Technologist

Feb 2019 – Apr 2019

Technologist

Jan 2017 – Feb 2019

Junior Technologist

Jul 2015 – Jan 2017

- Delivered bespoke web experiences for Starbucks, Compass, and other premium clients, handling high-traffic launches and complex interactive requirements.
- Established engineering standards including automated testing, CI pipelines, and code quality tooling, improving project delivery efficiency by 10%.

SPEAKING

Next.js Conf 2024

[Watch the talk](#)

Presented “The long and winding road: CSR to static export to SSG” to a global audience, detailing Peloton’s multi-year migration strategy, performance gains, and architectural decisions.

SKILLS

Languages	TypeScript, JavaScript, Python, Kotlin
Frameworks	React, React Server Components, Next.js, GraphQL (Apollo, Federation), Node.js
Infrastructure	Vercel, Vercel Edge, AWS, Google Cloud, Cloudflare, Docker, Kubernetes
CI/CD & Observability	GitHub Actions, Nx, Turborepo, Vercel SDK, Datadog, OpenTelemetry, DORA metrics
Databases	PostgreSQL, MySQL, NoSQL (DynamoDB, Firestore)
Architecture	Microfrontends, Monorepo management, Edge computing, Federated GraphQL, REST APIs
AI / LLM	MCP servers, LLM integrations, RAG, Agentic workflows, Prompt engineering

EDUCATION

Michigan State University

B.S. Media & Information, Interactive Media Design