FRONT END PRINCIPAL ENGINEER

Overview:

Our client is a growing RetailTech SaaS business building sophisticated technology that helps leading fashion brands and retailers make smarter decisions about what they buy, plan and trade. Behind the platform is a complex engineering environment spanning large-scale data, real-time collaboration, scenario planning and increasingly AI-powered product experiences. They're now creating a brand-new Front End Principal Engineer role to bring senior technical leadership into the team. You'll own the direction of the front-end architecture, lead and mentor five front-end engineers and tackle the difficult technical problems that come with making complex software feel simple. This is still a hands-on engineering role — they need someone who can set the direction, make strong architectural decisions and raise the technical bar while remaining close to the code.

Responsibilities:

- Own and evolve the front-end architecture as the platform continues to scale.
- Provide technical leadership to a team of five front-end engineers.
- Remain hands-on while guiding architectural design and key technical decisions.
- Set high standards across code quality, testing, reviews and delivery.
- Solve complex engineering problems across data, state management and user experience.
- Mentor engineers and develop technical capability across the team.
- Improve tooling and collaboration between Product and Engineering.
- Work closely with Product to shape technical dependencies and roadmap decisions.
- Design scalable experiences around complex backend systems and data models.
- Help build fast, visual and interactive AI-powered product experiences.

Requirements:

- 5+ years' experience with React and TypeScript, plus 3+ years with Redux.
- Previous experience in a technical leadership, Principal, Lead or Architect-level engineering role.
- Strong front-end architecture experience within complex, scalable software products.
- Exceptional structured thinking, troubleshooting and technical problem-solving skills.
- Strong hands-on coding capability and a desire to remain close to engineering.
- Experience mentoring engineers and raising technical standards across a team.
- Excellent communication skills with the ability to articulate technical decisions and trade-offs clearly.
- Comfortable working in a fast-paced, high-ownership environment where you'll tackle broad, complex problems.