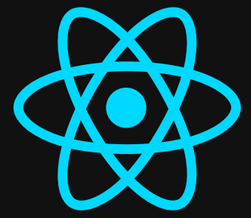
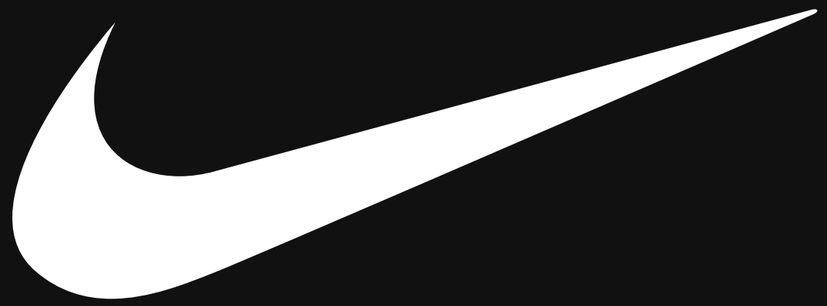
SIMPLER I18N

WITH 

at



WHO ARE YOU?

AARON PRESLEY

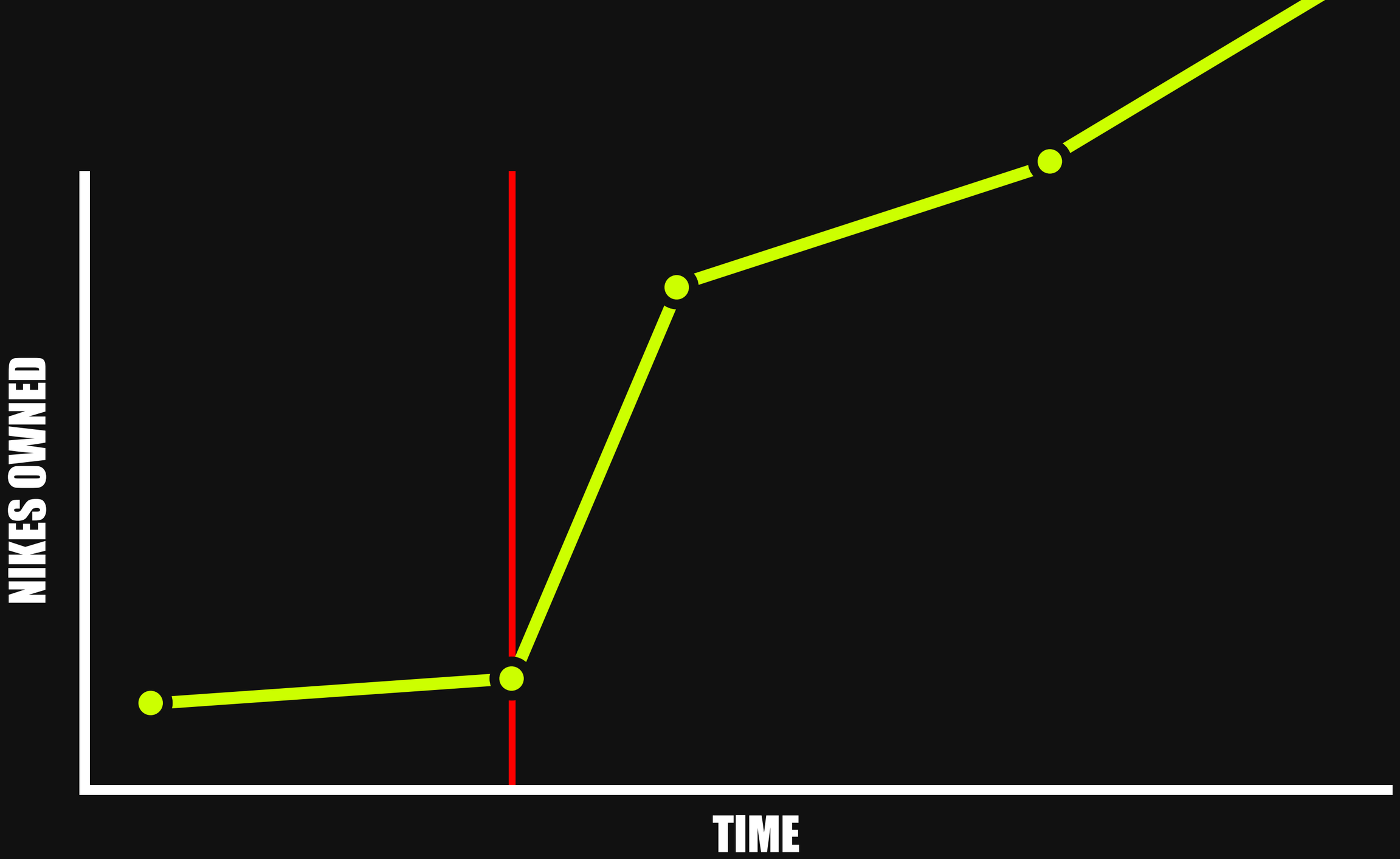
AARON PRESLEY

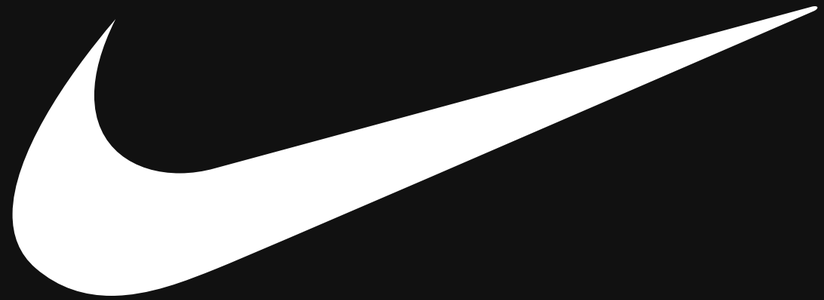
NOT A PUBLIC SPEAKER

BAD AT POWERPOINT

SR. SOFTWARE ENGINEER

HIRED ~2 YEARS AGO


NIKES OWNED
TIME



NIKE? THE SHOE COMPANY?

NIKE.COM

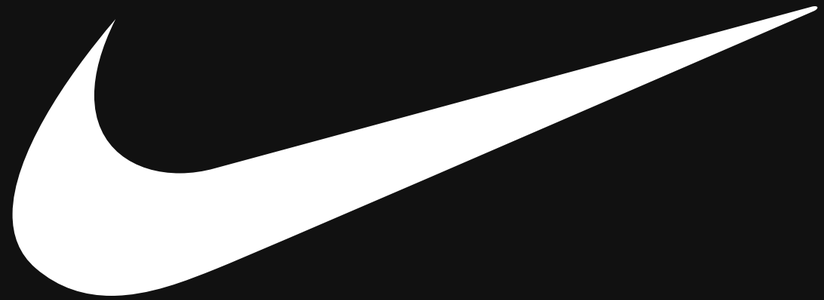
20,000 PRODUCTS

25 LANGUAGES

45+ COUNTRIES

MOBILE APPS

SNKRS	*17 Languages*
NRC	*20 Languages*
NTC	*20 Languages + BiDi*



WHY ARE YOU HERE?

WHY ARE YOU HERE?

WE MADE OUR OWN I18N MODULE

WHY?

WHY?

LITTLE UPFRONT EFFORT

PSEUDO LOCALIZATION

STRING STORE INTEGRATION

AKA

INTEGRATION NOW, ANNOYING STUFF LATER

JUST DEMO IT

TEAM ADOPTION

TEAM ADOPTION

OTHER TEAMS DROVE FEATURES

INTERNAL CONTRIBUTION

ASKING FOR FEEDBACK IN COP'S

COMMON CONCERNS

CURRENT CONCERNS

BRANDING VS STANDARDS

ACCEPTABLE POLYFILL APROACH

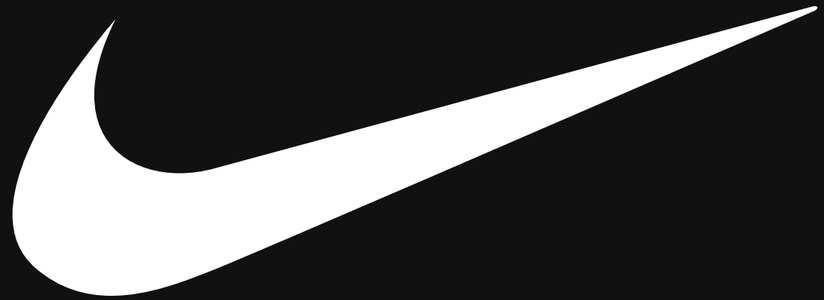
SPEED ON CONSUMER SITES

WHAT'S NEXT

WHAT'S NEXT

NIKE.COM CART GO-LIVE

BETTER TREESHAKING

PUSH / PULL FROM STRING STORE

QUESTIONS?