Misael M

Software Engineer & Visual Artist

Contact

✉ misaelmdev@gmail.com

📞 +1 (614) 638-3234 (provisional)

Guadalajara/ Sydney/Brisbane

Reference: On request

www.misaelm.com
https://www.linkedin.com/in/misael-mercado/
https://github.com/MisaelMP

Biography

Daniel Misael Mercado Dueñas
b. 1988

Mexican-Australian Full-Stack Developer with a multidisciplinary background in art direction, curation, and software development. Passionate about technology's creative and philosophical dimensions, I bring a unique perspective to web development, combining strong logic with visual thinking. My skills span both front-end and back-end development, with a focus on responsive and accessible design. I co-founded and directed an independent art gallery for four years, building leadership, team coordination, and project management experience. Open to remote, hybrid, or on-site opportunities. Let's connect!

Interests

- Agile methodology
- Interactive applications
- UX
- Web Design
- Machine Learning
- Conceptual Poetry
- Typography
- Editorial Design
- Code Poetry
- Processing
- Spatial Design
- Continental Philosophy

Languages

English (Fluent)

Spanish (Native)

Education

2019 Agile & Scrum methodology under Nik Long (PSM1)

2018 General Assembly WDI Grad

2007- 2011 Tertiary Studies, Visual Arts & Art History, University of Guadalajara, Mexico

2008-2010 Course in Ceramic Sculpture and Moulds, at the Institute IDEFT. Guadalajara, Mexico.

Skills

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- ○ CSS
- ○ HTML
- ○ SCSS
- ○ Javascript
- ○ React
- ○ Ruby
- ○ Vue
- ○ Three
- ○ Svelte
- ○ Node.js
- ○ Web Compts.
- ○ Typescript

Other tech + CMS

Jekyll, Less, Sitecore, Wordpress, Middleman, Handlebars, Ejs, Nunjucks, Bulma, Postcss, Tailwind, Vuetify, Nuxt.js, Next.js, P5.js, Rails, PostgreSQl, C#, .NET, PHP.

Experience

Entain (Ladbrokes) Full time
August 2024 - May 2025

During my time at Entain, I contributed to the enhancement of the core Front-End
Development team by collaborating closely with senior developers and tech leads to
drive innovation and improve workflows. My role involved implementing Playwright
E2E testing for robust automation, releasing new features across four key brands—Neds,
Ladbrokes, Betcha, and Tab NZ—and supporting the deployment of a new hardware
interface for NZ betting terminals. This position allowed me to foster collaboration
through continuous interaction and knowledge-sharing with the wider team.

Michael Hill
September 2022 - May 2024 Full time

During my tenure at Michael Hill, I made significant contributions to the
main website, where I established architectural patterns and
conventions. I worked on various projects, integrating the OCAPI API to
support our Nuxt framework. Additionally, I led the rebranding of the
site and successfully managed the migration from VUE 2 to VUE 3. I also
introduced Tailwind as our CSS framework and provided training to other team members.

NRL
September 2021 - September 2022 Full time

During my time working with the NRL, I updated the main NRL website and team
websites using Vue apps, Handlebars, Fractal, and custom CSS frameworks. I was
also in charge of updating the front-end development process and adding new
features, such as our Webpack bundler and migrating some apps to Vue 3.

General Assembly
August 2021 (3 weeks) Short term contract

I worked as an Instructor associate helping students to learn how to program
using technologies like react.js , firebase, rails and many others.

Streem
June 2021- August 2021 Short term contract

I worked on improving the front-end architecture using Vue.js. I rebranded the app site, as
well as the mobile and desktop login pages. I heavily interacted with Ruby on Rails APIs and
Elasticsearch. I used Vuex, Stylus, and an integration of Quasar and Cordova for the mobile app.

Process Creative
November 2020 — May 2021 Full time

I worked on building sites using Shopify, Liquid, TypeScript, and web components as the
main stack. My role involved translating UX designs into pixel-perfect, responsive websites
for e-commerce clients such as Just Jap, BC Racing, Tropeaka, and several others.

Ping-Works
August 2019 — November 2020 Full time

I worked as a Frontend Developer on projects such as McGrath, WesTrac, TEEG, MDA, Parks NSW, Resimac, and other greenfield and brownfield projects. I was in charge of introducing a new architecture to work with Sitecore SXA, which was later implemented in many other projects. I introduced TailwindCSS to the workflow, along with Nunjucks, PostCSS, and other technologies. I also developed many applications using Vue.js and established a set of standards for the agency. My last project involved the architecture and development of an admin portal for TIMEZONE using Blazor, the latest framework based on C# and WebAssembly.

Codehouse Frontend Developer
August 2018 — August 2019 Full time

I managed all the front-end related matters for a few projects over ten months, including PARKS VICTORIA, CEDP, and HIA. Although it was a challenging experience, I learned how to work with tight deadlines and deliver on time. I spent my time interacting with the back-end developers, as I believe it is crucial to understand the ramifications of projects, not just what is considered my department. Separation of concerns can be applied to code but not to teams.

Full-stack web developer

I decided to take a bootcamp full-time course at a moment in my life when programming had become my primary focus. I had considered the idea for over two years while learning on my own. The experience was gratifying and challenging. I discovered how extensive the world of development is and how many possibilities are out there, which I find to be a very valuable lesson.

Co-Founder and Co-director Interlude Gallery Inc.
Sydney Australia 2014-2018

I co-founded and managed Interlude Gallery as a Director and Curator. My main roles involved managing the writer's program, curating the shows for the year, and designing catalogues, invites, and editorial publications. Interlude Gallery, a successful not-for-profit incorporated association, reached over 30 collaborators. We worked with over 180 national and international artists and writers on more than 60 exhibitions with a diverse public program.