

Misael M



Software Engineer & Visual Artist



www.misaelm.com

<https://www.linkedin.com/in/misael-mercado/>

<https://github.com/MisaelMP>

Professional Summary

Daniel Misael Mercado Dueñas

b. 1988

Senior Software Engineer | UI Systems Architect | Creative Technologist

Senior Software Engineer with over 7 years of experience delivering scalable, elegant, and accessible interfaces across e-commerce, media, and sports tech. My foundation in art direction and curation sharpens my approach to interface design, team collaboration, and product storytelling. Adept at leading migrations from legacy systems to modern stacks (Vue 3, React, Nuxt, Tailwind), integrating APIs, and shipping features with measurable business impact. Multidisciplinary by nature, detail-obsessed by habit. Open to remote, hybrid, or on-site roles within Mexico's vibrant tech ecosystem.

Contact

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Guadalajara, MX /
Sydney & Brisbane, AUS

Reference: On request

Interests

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

Languages

- Spanish (Native)
- English (Fluent, C2 level)

Education

- **Web Development Immersive** — General Assembly (2018)
- **BFA, Visual Arts & Art History** — Univ. of Guadalajara (2007–2011)
- **Ceramic Sculpture & Moulds** — IDEFT Guadalajara (2008–2010)
- **Agile & Scrum (PSM1)** — 2019, trained under Nik Long

Core Skills



Frontend: Vue 3, Nuxt.js, React, Svelte, TypeScript, JavaScript ES6+, SCSS, Tailwind, Web Components

Testing & Tooling: Playwright, Vitest, Webpack, Vite, CI/CD

Backend: Node.js, Ruby on Rails, PostgreSQL, .NET (C#)

CMS & Platforms: Sitecore SXA, Shopify (Liquid), Wordpress, Jekyll, Middleman

Creative Tech: P5.js, Three.js, Processing, Code Poetry

Other tech + CMS

Handlebars, Ejs, Nunjucks, Bulma, Postcss, Vuetify, Nuxt.js, Next.js, Agile, Scrum (PSM1), Git, Jira, Firebase, Github Copilot, OpenAI.

Professional Experience

Entain (Ladbrokes) – Software Engineer

Brisbane, QLD, AUS | **August 2024 – May 2025**

- Delivered features across four major brands using React micro-frontends and a core Vue app.
- Built E2E test suites with Playwright; reduced regression bugs by 30%.
- Supported deployment of hardware interface for NZ betting terminals.
- Fostered team collaboration through architectural contributions and mentorship.

Michael Hill – Senior Front-End Developer

Brisbane, QLD, AUS | **September 2022 – May 2024**

- Led migration from Vue 2 to Vue 3; reduced tech debt and improved scalability while implementing a full site redesign.
- Integrated OCAPI into Nuxt architecture, increasing API reliability.
- Introduced Tailwind CSS; standardized UI across departments.
- Conducted internal training for junior devs and design team.

National Rugby League (NRL) – Front-End Developer

Sydney, NSW, AUS | **September 2021 – September 2022**

- Modernized the NRL's primary website using Vue, Handlebars, and custom CSS frameworks.
- Improved developer tooling with Webpack bundler and modularization.
- Helped migrate legacy apps to Vue 3.

General Assembly – Full-Stack Developer (Contract)

Sydney, NSW, AUS | **August 2021 (3 weeks)**

- Taught React, Vue, Rails, and Firebase to early-career developers.

Streem – Full-Stack Developer (Contract)

Sydney, NSW, AUS | **June 2021 – August 2021**

- Improved and restructured front-end architecture using Vue.js and Vuex.
- Rebranded web and mobile login experiences for both desktop and Cordova-based mobile apps.
- Integrated complex Ruby on Rails APIs and Elasticsearch queries for performance-critical features.
- Worked with Stylus and Quasar to streamline hybrid mobile development.

Process Creative – Front-End Developer

Sydney, NSW, AUS | **November 2020 – May 2021**

- Built pixel-perfect e-commerce experiences using Shopify, Liquid, and TypeScript.
- Delivered for brands such as Just Jap, Tropeaka, and BC Racing.

Professional Experience

Ping-Works – Front-End Developer

Sydney, NSW, AUS | **August 2019 – November 2020**

- Built websites for clients like McGrath, Resimac, and Parks NSW using Vue.js, React.js JavaScript, and Sitecore SXA accross multiple projects.
- Led UI development for TIMEZONE's internal admin portal using Blazor, Nunjucks, and Tailwind CSS.
- Introduced design architecture improvements and standardised styling conventions to enhance team velocity and consistency.
- Championed TailwindCSS, improving team workflow.

Codehouse Group – Front-End Developer

Sydney, NSW, AUS | **August 2018 – August 2019**

- Built sites for government and enterprise clients (e.g. PARKS VICTORIA, CEDP).
- Collaborated with backend teams to deliver on aggressive timelines.

Self-Initiated Transition into Tech – Sydney, NSW | 2018

- Completed General Assembly WDI bootcamp after two years of self-study.
- Transitioned from arts-based career into full-stack engineering.

Interlude Gallery Inc. – Co-Founder and Co-director

Sydney, NSW, AUS | **January 2014 – January 2018**

- Founded and scaled a not-for-profit gallery; curated 60+ exhibitions and public programs.
- Managed editorial, team operations, and stakeholder partnerships.
- Applied systems thinking, spatial design, and public engagement—skills that inform my approach to UX and platform development today.