DANIEL ARCÉ
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SUMMARY
I am a front-end developer with over twelve years of experience and a multidisciplinary education. I have a deep understanding of interaction design and a passion for accessibility. My skill in communicating effectively with product and executive stakeholders has led to roles in building interactive prototypes to drive product development.

EXPERIENCE
Contextual Alt Text Plugin - Sole Developer & Product Designer (Independent project)   *Feb 2024 — present*
Developing a WordPress plugin to generate context-aware alternative text for images using a Large Language Model, improving accessibility for the visually impaired.
• Independently define, prototype, and develop a minimum viable product (MVP) to validate the concept and gather initial user feedback.
• Implement Test-Driven Development (TDD) using **PHPUnit** to ensure code quality, maintainability, and a focused development approach.
• Conduct research on WCAG standards and best practices for alternative text to ensure the plugin meets accessibility requirements.
• Integrate a Large Language Model API to analyze image content and generate meaningful, context-aware descriptions.
• Design and develop a user-friendly interface for the WordPress plugin, allowing users to easily manage and customize the generated alternative text.

Freelance Web Developer   *Apr 2023 — present*
• Extracted assets from a legacy Flash website*,* redesigned and developed **barbarabeirne.com,** a photo portfolio site (2023).
• Rebranded and developed a new site for **bauhausdances.org** with a custom-built WordPress theme (2023).

Professional Sabbatical - Personal Growth and Professional Development   *Jul 2022 — Mar 2023*
• Classical portraiture and life drawing intensive, *Grand Central Atelier, New York, Summer 2022*
• Full-Stack Web Development, *University of Helsinki Certificate, March 2023*

Photoshelter - Senior Front-End Developer *New York*   *Sep 2018 — Feb 2022*
Photoshelter.com is a Cloud-based Digital Asset Management tool for creative teams, hosting over 1 billion files for 80,000 professionals.
Research and Development team - Jan 2021 - Feb 2022
• Prototyped a workflow automation interface. This prototype was the basis of a new feature launched later that year.
• Proposed an image blur detection tool using client-side OpenCV. This working proof-of-concept allowed the company to measure interest in this tool.
• Participated in cross-team discussions with our Chief Architect that steered the direction of new features and product requirements.

Production team - Sep 2018 - Jan 2021:
• Spearheaded the adoption of Accessibility Standards and led the code audit, resulting in the acquisition and retention of key institutional clients.
• Implemented keyboard navigation for nested collections, eliminating much of the Accessibility tech debt.
• Contributed to the next version of the web app written in React, modernizing the current Polymer2 interface.
• Worked closely with product and UX designers to plan and develop new features.
• Automated unit tests with Mocha and Chai for Continuous Integration using Jenkins.
• Mentored junior developers, emphasizing attention to Accessibility guidelines.

Apple Inc - Senior Front-End Developer (contract) *Sunnyvale Campus*   *Jul 2017 — Mar 2018*
• Converted static designs to responsive, pixel-perfect code for the media launch of the **iPhone X**.
• Collaborated with the marketing and design teams to realize projects for **Apple.com.**
• Prototyped and developed the first direct email by the Marketing Department using CSS3 animations, achieving a 90% open rate.
• Authored automation tools for direct mail campaigns using Node.js, bash script, and Gulp.

Creative Technologist, *New York, Oslo, Toronto*   *2014 - 2017*
"Texting Syria" is an art installation created in collaboration with photojournalist Liam Maloney. Along the gallery, images of Syrian refugees in a Lebanese camp are shown, while previously obtained conversations from these refugees are texted to gallery visitors.
• Built and deployed the texting app with the PHP Twilio SMS API.
• Presented at **The Nobel Peace Center**, Oslo (2017), **Photoville** in Brooklyn (2016), and **Scotiabank's Nuit Blanche**, Toronto (2014).

Publicis North America - Senior Interactive Developer *New York*   *Nov 2015 – Nov 2016*
• Brought **citirewards.com** up to level AAA of the Web Content Accessibility Guidelines (WCAG)
• Worked with designers and product managers to create web campaigns for clients, including Verizon, LG, and Colgate.

Code and Theory - Senior Front-End Developer *New York*   *Mar 2015 – Nov 2015*
• Consulted and collaborated with UX designers and developers to build the motel6.com price management tool in EmberJS.
• Prototyped single-page web applications for Comcast in AngularJS.
• Automated building and deployment tasks for static sites with Gulp and Grunt.

MSNBC - Senior Design Technologist and Front-End Developer *New York*   *Oct 2013 – Mar 2015*
• Iterated working Javascript prototypes during the ideation and design phase for **msnbc.com/videos** with a cross-disciplinary team.
• Authored Drupal modules in PHP, Javascript/jQuery, and CSS3 for msnbc.com.

Kirshenbaum Bond Senecal - Design Technologist and Front-End Developer *New York*   *Jan 2013 – Oct 2013*
• Promoted the use of object-oriented patterns in Javascript. This improved the maintainability of the codebase.
• Created and maintained static micro-sites for various clients, including Puma, BMW, and Bank of New York Mellon.

The Huffington Post / AOL - UI Engineer *New York*   *May 2011 – Nov 2012*
• Worked with Front-End engineers to optimize the site's loading and rendering times, which resulted in a 30% improvement in loading times.
• Prototyped the new site-wide main navigation using jQuery and Javascript.

EDUCATION
Full-Stack Web Development, University of Helsinki Certificate*, March 2023*
• React, Redux, and Node.js

NYU Tisch School of the Arts, Master of Professional Studies, Interactive Telecommunications Program (ITP) *New York, 2010*
• Awarded entrance scholarship
• Studies focused on the intersection of Design and Technology

Concordia University, **BFA, Interdisciplinary Studies**, *Montreal*
Focus on digital media production, video, and electro-acoustics