DANIEL ARCÉ
Front-End Development

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SUMMARY

I am an experienced front-end developer with a passion for accessibility and a multidisciplinary education, including a deep understanding of interaction design. I have over twelve years of experience as a web developer and more than four years of experience creating web applications. The ability to communicate technical concepts to a non-technical audience has led me toward teams researching and creating working prototypes of new features.

EXPERIENCE

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 experimental image blur detection tool. 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.
• Coded new features using PolymerLit, React, and the Javascript implementation of OpenCV.

Production team - Sep 2018 - Jan 2021:
• Spearheaded the adoption of accessibility coding standards, which proved crucial in maintaining and securing new institutional clients.
• Led the codebase's accessibility standards audit.
• Implemented keyboard navigation for nested collections, eliminating much of the accessibility tech debt.
• Contributed to the next version of the app written in React.
• Worked closely with product and UX designers on planning and developing new features.
• Automated unit tests with Mocha and Chai.
• Mentored junior developers.

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 mail by the Marketing Department using CSS3 animations.
• Authored automation tools for direct mail campaigns using Node.js, bash script, and Gulp.

Creative Technologist, *New York, Toronto*   *2014 - 2017*
• Built a texting app with the Twilio SMS API for "*Texting Syria*," an artistic installation I created in collaboration with photojournalist Liam Maloney.
• Presented this installation 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 prototypes in Javascript 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, *New York, 2010*
Master of Professional Studies, Interactive Telecommunications Program (ITP)
• Entrance scholarship
• Studies focused on the intersection of Design and Technology

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