

# DANIEL ARCÉ

## Senior Front-End Developer | [darce.github.io](https://darce.github.io)

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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 Innovator (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