

Dan Carlton

danc@dancarlton.com | 949-923-8725 | Irvine, CA | Open to Relocation | [Portfolio](#) | [LinkedIn](#) | [Github](#)

Web Developer | React & TypeScript Engineer | UX-Oriented Builder

Summary

Software Engineer Experience:

- Built and shipped a React + Node.js surf forecasting tool with OpenAI integration, dynamic buoy data, and geolocation fallback logic (**Otto AI**)
- Transformed raw financial data into 40+ real-time dashboards for execs by rapidly learning Qlik and combining frontend logic with UX best practices (**Ready Capital**)
- Designed and launched a custom Shopify storefront with 3D animations, Liquid template logic, and dropshipping automation (**Danca Labs**)
- Committed to delivering accessible, high-quality web apps through team collaboration, feedback, and continuous learning — with 15+ clients across 5+ years (**Freelance**)

Solutions Engineer Experience:

- Designed and implemented a scalable developer documentation system with React + Docusaurus, reducing onboarding workload by 40+ hours/week and enabling autonomous API integration for clients (**StoryFile**)
- Delivered tailored platform demos and user flows for a \$500M+ renewable energy firm, aligning frontend architecture with stakeholder needs and long-term scalability (**Edgewood Renewables**)
- Engineered a centralized admin dashboard that replaced 12 disconnected SaaS tools, integrated Zapier-based automation, and reduced ops costs by \$600+/month (**The Malibu Retreat**)

Sales & Founder Experience:

- Led a 17-person team to launch a gamified global booking app with 540+ properties, user-generated content, and immersive frontend design (**TravelBugs**)
- Closed international partnerships by pitching MVPs and demoing future product vision to hotel groups (**TravelBugs**)
- Produced 30+ music/charity events by managing sponsors, budgets, operations, and talent (**Pangaea Project**)

Technical Skills

React | React Native | TypeScript | JavaScript (ES6+) | Node.js | Express | MongoDB | HTML5 | CSS3 | Tailwind
Styled-Components | Shopify Liquid | BEM | JWT Auth | REST APIs | Google Cloud | Nginx | CI/CD | Git | GitHub | Postman
Webpack | Babel | Jest | Figma | Accessibility | Adobe Suite | Blender | Debugging | QA Testing | Workflow Automation

Professional Experience

Senior UX/UI Designer & Software Engineer, StoryFile Inc (w/ Meta Collaboration), Full-time 04/2023 - Present

- Designed and built a scalable self-serve docs hub with reusable React components and custom onboarding flows, reducing support tickets by 40+ hours/week and improving internal navigation by 3x
- Boosted app stability and release velocity by debugging 250+ cross-browser issues and implementing consistent CI/CD + QA workflows in a modern JS stack
- Engineered an interactive 3D React experience in partnership with Meta, building performant WebGL features under tight production timelines

Web Developer & IT Operations Consultant, The Malibu Retreat, Contract 12/2023 - 06/2024

- Built an internal admin tool to unify ops workflows, replace 12 disconnected services, and automate billing — cutting monthly overhead by 30% using full-stack JS and Zapier integration
- Increased conversion rate by 40% by designing a clean UX funnel, simplifying the customer journey, and integrating real-time contact flows
- Influenced tech strategy by evaluating scalable tooling options, leading technical demos, and deploying a unified dashboard aligned with stakeholder needs

BI Engineer & Data Visualization Designer, Ready Capital, Contract 12/2023 - 06/2024

- Translated raw financial data into 40+ real-time dashboards with responsive UI components, balancing logic-heavy needs with intuitive UX
- Collaborated with product and data teams to turn ambiguous business goals into intuitive dashboard logic with clear onboarding and documentation
- Ramped up in under a month to ship polished, performant dashboards for executive leadership — 2x faster than average team ramp time

Founder & Product Lead, TravelBugs LLC, Full-time 10/2021 - 12/2023

- Built and led a 17-person team to prototype a global booking platform with 540+ sourced properties and a gamified travel app featuring IRL exploration, quest mechanics, and user-generated content
- Grew a following of 5,000+ travelers pre-launch through community-building and sneak peeks of the app, priming

users for launch and early adoption

- Launched a marketing campaign reaching 50,000+ users on a \$500 budget and built a Three.js-powered site for immersive brand exploration

Founder & Event Director, The Pangaea Project, Full-time

08/2016 - 10/2021

- Organized 30+ live events (500–3000+ people) with full-stack logistics, marketing ops, and nonprofit partnerships — blending tech, people, and ops at scale
- Led teams, talent, and budgets for large-scale events across cities and regions — combining strategic foresight with hands-on creative direction
- Built internal systems for artist management, ticketing, vendor tracking, and promotions — skills that translated into agile product workflows

Technical Projects

Otto AI | [Github](#) | [Demo](#)

A personalized surf forecasting tool that lets users customize wave, and gear preferences to receive real-time, AI-powered surf reports.

- Developed a full-stack MERN app with JWT auth, protected routes, and persistent user preferences
- Integrated OpenAI GPT API to generate custom surf reports based on user settings and live data
- Built a buoy-matching system using NDBC data with geolocation fallback logic for unmatched surf spots
- Deployed with Google Cloud VM, secured with HTTPS via Nginx reverse proxy, and automated domain/DNS setup
- Architected API routes with Express to serve frontend widgets based on user settings and surf forecast logic
- Engineered a personalized, mobile-friendly UI for surf forecasting with dynamic conditions, real-time feedback, and saved user preferences

StoryFile Docs | [Demo](#)

Self-serve developer documentation hub to support B2B clients and reduce pre-sales friction

- Engineered a React-based Docusaurus platform to render dynamic documentation widgets from structured markdown + metadata
- Created modular sidebar navigation and componentized layouts to support API reference scalability
- Reduced sales engineering workload by 40+ hours/week through embedded guides, SDKs, and onboarding flows
- Collaborated cross-functionally with PM, Sales, and Dev to define Information Architecture, ensure technical accuracy, and align with GTM goals
- Designed scalable navigation and custom components to support documentation growth and client needs

Edgewood Renewables | [Demo](#)

Investor-facing website for a \$500M+ renewable energy company to improve brand authority and reporting transparency

- Designed and developed a custom website that increased traffic and engagement by over 2000% through optimized UX and SEO enhancements
- Streamlined content structure to clearly communicate mission, projects, and scalability
- Built and deployed a responsive, professional-grade frontend to elevate brand credibility and support investor outreach
- Collaborated with executive leadership to ensure accurate messaging and alignment with long-term sustainability goals

Danca Labs | [Demo](#)

A futuristic streetwear label combining spiritual themes with bold design, launched via a custom Shopify storefront.

- Designed and launched limited-edition drops using animated 3D mockups and custom Blender renders
- Engineered mobile-first product cards with video-first UX to increase conversions and reduce bounce
- Designed and rendered animated 3D mockups in Blender; built high-fidelity designs in Figma and Illustrator
- Optimized media load strategy using responsive assets and Shopify's native compression + lazy loading

What to Wear (WTWR) | [Demo](#)

A full-stack weather-based outfit recommendation app with secure authentication and personalized wardrobe features.

- Built a secure MERN app with encrypted user auth, token-based route protection, and React Router navigation
- Pulled live OpenWeatherMap data via backend route handlers and parsed it to inform dynamic UI widget rendering
- Implemented modular frontend structure with reusable components, media queries, and scoped BEM-based CSS
- Designed and validated JSON schemas for clothing items and weather logic using backend models
- Added logic to associate wardrobe items with forecast attributes (temp, precipitation, wind) via conditionals

Education

Software Engineering Certificate, TripleTen

BA in Business Administration - Marketing, San Diego State University

2025

2019 - 2022