Dan Carlton

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Full-Stack Engineer | React, TypeScript, Next.js | Founder & Product Builder

Summary

- Technical co-founder of FCKSPACE: built the full marketplace (Next.js, TypeScript, Supabase, Stripe) and grew to 80 spaces and ~450 users with organic bookings and no marketing
- Senior UX/UI designer and engineer at StoryFile (Meta collaboration): shipped a React docs hub that saved 40+ hours/week, plus an interactive 3D experience built with Meta
- Built and hosted custom AI agents for clients in music, collectibles, streamer outreach and fintech; closed 14 client engagements through cold outreach
- Led a 17-person team on TravelBugs: 5,000+ pre-launch community and 50K+ reach on a $500 budget

Technical Skills

React | Next.js | React Native | TypeScript | Supabase | PostgreSQL (RLS) | Stripe | Playwright | Vercel | n8n | AI agents MCP | 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

Founder, Danca Labs (AI automation agency), Full-time 01/2024 - Present

- Built and hosted custom AI agents for clients across music management, rare collectibles sniping, Whatnot streamer outreach and fintech
- Run the agency on a setup + retainer model: scope each client's workflow, build and deploy the agents, then host and maintain them
- Closed 14 client engagements through cold outreach

Senior UX/UI Designer & Software Engineer, StoryFile Inc (w/ Meta Collaboration), Full-time 04/2023 - 06/2025

- 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

FCKSPACE | Demo

Two-sided venue rental marketplace for content creators. 80 spaces, ~450 users, organic bookings.

- Built end to end as technical co-founder in Next.js/TypeScript and Supabase (Postgres, RLS, Auth, Storage), deployed on Vercel
- Shipped Stripe Identity verification, split-fee payments with a multi-processor abstraction, a host-approval booking flow, and real-time messaging
- Built the admin dashboard, partner referral program and 30+ email templates, backed by a 44-file Playwright E2E suite and Sentry/PostHog monitoring

Koral | Demo

AI content platform that clips long videos into shorts, with review and multi-platform publishing.

- Built clipping, auto-captions, a one-tap review dashboard and a content calendar, publishing to TikTok, YouTube Shorts and Instagram Reels
- Processed 50K+ clips for 20+ creator pages
- Grew a fully automated YouTube channel to 8M views and 200K subscribers on the Koral pipeline
- Scoped tiered SaaS and managed-service packages after outreach to 58 creators and fan-page operators

Roadie | Demo

Invite-only marketplace matching touring production crew to tours, with a vetted roster and day-rate booking.

- Built the crew application and vetting flow behind an invite-only roster, searchable by role, skills and tour dates
- Shipped day-rate booking so production managers can request, confirm and schedule crew for each leg of a tour
- Designed crew profiles with credits, gear and past tours so managers can hire without a referral chain

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.

- Full-stack MERN app with JWT auth and saved preferences; OpenAI GPT generates custom surf reports from user settings and live data
- NDBC buoy-matching system with geolocation fallback for unmatched spots
- Deployed on a Google Cloud VM behind Nginx with HTTPS

StoryFile Docs | Demo

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

- Built a React/Docusaurus developer docs hub with componentized navigation that scales with the API reference
- Cut sales engineering workload by 40+ hours/week through embedded guides, SDKs and onboarding flows

Edgewood Renewables | Demo

$500M+ renewable energy company focused on brand authority and reporting transparency

- Designed and built an investor-facing site that grew traffic and engagement 2000%+ through UX and SEO work
- Worked directly with executives on messaging and positioning

Danca Labs Apparel (streetwear, 2022–2024) | Demo

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

- Built a custom Shopify storefront with animated 3D Blender mockups for limited-edition drops
- Closed 52 sales from 87 cold contacts

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

Education

Software Engineering Certificate, TripleTen 2025

BA in **Business Administration - Marketing,** San Diego State University 2019 - 2022