Dan Au

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DAUSIGN

PROFILE

Dan Au is a creative developer melding UI/UX, design, and web development primarily in a React/ES6 environment. He's worked at media brands like Who What Wear and Purewow and studied at UCLA Design Media Arts.

DEVELOPMENT

HTML, CSS (SASS), JavaScript/ES6, React, Redux, NextJS, Gatsby, GraphQL, jQuery, GSAP, Node.js, WebPack, Gulp/Grunt, Git, WordPress, Amazon Web Services, Shopify

EXPERIENCE

Lead Developer, Web User Experience
Clique
Jul 2015- Present

whowhatwear.com
- Helped build and maintain the front end architecture of whowhatwear.com which was a NextJS React application before It was ported to Golang with react/redux used primarily for dynamic content.
- Worked with Product in developing and running Google Optimize A/B Tests using React/Redux
- Point person with Design for article template builds and other various React components
- Updated AMP page article templates with new designs
- Worked with design to build Apple News Article layouts and managed an engineer over the golang backend implementation
- Built email templates used for newsletters and direct emails using Sailthru

Spring Issue
- Worked closely with designers and editors to build Who What Wear's first digital magazine feature which was built in React/NextJS

Clique Studios
- Point person in charge of building custom campaigns for Clique Studios with 40MM+ in sales in the first 2 years
- Worked closely with designers and PMs to ensure client approval with brands such as Vans, Gucci, Adidas, Aldo, New Balance, and Cartier

Clique Consumer Brands
- Built a sales page for their subscription box called The Byrdie Bag with the Shopify Buy Button integration in a NextJS React application
- Developed their first Target Collection digital lookbooks for sharing with media
- Built a separate consumer facing Target Collection page that showcased the latest clothing line for that season with shoppable products in a NextJs React application

Frontend Developer and Designer
Dausign
Jan 2008- Present

Front-end design, development and consultation for websites with an expertise in Shopify, Wordpress and Squarespace. Current clients include Offspring Beauty and Clique.

Frontend Developer
PureWow
Jul 2014 - Jul 2015

I originally worked freelance building custom native experiences, and later joined as their first full time developer.

- Worked closely with the editor in chief, editorial, design, and product to build wow worthy native content working on new campaigns every week
- Worked with design and product for a redesign of all the verticals and homepage and UI elements such as the header and navigation
- Built new page types like a recipe article and a personality quiz template

Frontend Developer
New York Festivals
Sep 2012 - Jul 2014

Built the front end of their six awards show properties

- Worked with designers to build the jury pages, awards submission forms, and various marketing page materials
- Worked with designers to help design a custom iPad app for the jury to vote with

Designer
The GRO Agency
Sep 2005 - Nov 2010

Graphics design in Point of Sale marketing materials such as coupons, freezer decals, and standees. Package designs for Nestlé Global brands such as Nestlé, Haagen-Dazs, Skinny Cow, and Dreyer's ice cream.

Principle
SAENAI
Jan 2008 - 2010

Saenai is a menswear line started by Jay Escobara and Nobu Watanabe. During this period, I had stepped in to help design and run the business. Day to day duties included collaborating on the design of each clothing, choosing fabrics, marketing, holding events such as a successful Fashion's Night Out at a boutique in Soho, and designing and developing the website.

EDUCATION

University of California, Los Angeles
Design Media Arts , Graphic Design
2000 - 2004