


PROFILE

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

EXPERIENCE

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Lead Developer, Web User Experience Jul 2015- Present
Clique
whowhatwear.com

 - Helped build and maintain the front end architecture of whowhatwear.com
 - Worked with Product in developing and running Google Optimize A/B Tests
 - Point person with Design for article template builds and other various 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

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
 - Developed their first Target Collection digital lookbooks for sharing with media
 - Built a separate consumer facing Target Collection page that showcased the latest clothes for that season with shoppable products
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Frontend Developer and Designer Jan 2008- Present
Dausign
Front-end design, development and consultation for websites with an expertise in Shopify, Wordpress and Squarespace. Current clients include Offspring Beauty and Clique.
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Frontend Developer Jul 2014 - Jul 2015
PureWow
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
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Frontend Developer Sep 2012 - Jul 2014
New York Festivals
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
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Designer Sep 2005 - Nov 2010
The GRO Agency
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.
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Principle Jan 2008 - 2010
SAENAI
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

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