

# Daniel Jackson

Frontend Engineer

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## SUMMARY

Frontend Engineer with 10+ years of experience leading development of performant, accessible, and scalable web applications at enterprise scale. Specialized in Typescript, React, Next.js, and Wordpress with a proven track record of leading projects, mentoring developers, and building inclusive, internationalized digital experiences. Adept at collaborating with cross-functional teams to translate complex requirements into elegant, user-centric and accessible solutions.

LinkedIn: <https://www.linkedin.com/in/daniel-jackson-53700812/>

## CORE SKILLS

**Frontend:** React, Next.js, D3.js, CSS3, SVG, Javascript, Accessibility, Animation, Typescript, Astro, Gatsby, Performance

**Backend & Tooling:** Node.js, PHP, WordPress, WooCommerce, Magento, Laravel

**Collaboration & Leadership:** Tech Leading, Mentoring, Client Communication, Documentation, Code Reviews, Presentations.

## PROFESSIONAL EXPERIENCE

### Lead Frontend Engineer

May 2023 - November 2025

10up / Fueled

Remote

- Designed and implemented React + Next.js UI/UX solutions for headless WordPress sites used by enterprise clients.
- Engineered reusable Node.js modules and Storybook components, reducing development time for new features by 30%.
- Developed accessible Gutenberg block components, ensuring WCAG compliance across client projects.
- Partnered with backend, design, and content teams to deliver internationalized web solutions for global audiences.
- Led client presentations, documentation, and stakeholder communications to align expectations and improve delivery.

### Software Design Engineer

December 2020 - May 2023

343 Industries - Contract

Redmond, WA

- Delivered frontend features for Halo Waypoint, supporting the launch of Halo Infinite and Halo Master Chief Collection content.

- Created Next.js modules for in-game statistics and created interactive D3.js visualizations for player progression.
- Implemented major features for Halo Infinite's web-based store, enabling seasonal progression tracking and monetization.
- Extended APIs and provided training to ensure smooth integration and internationalization of new services.
- Advocated for and implemented accessible design practices across the platform.

### **Frontend Web Developer**

En Masse Entertainment

July 2019 - August 2020

Seattle, WA

- Built new features and microsites for published game titles, enhancing community engagement.
- Contributed to TERA MMORPG's in-game store, increasing monetization opportunities through new features.
- Developed splash pages and company website modules in Apostrophe.js.
- Supported the PC games launcher with new frontend features, improving user experience.

### **Full Stack Tech Lead**

coolblueweb

April 2016 - July 2019

Seattle, WA

- Led development across frontend, backend, and infrastructure projects for agency clients.
- Architected and maintained WordPress, WooCommerce, Laravel, and Magento solutions.
- Mentored junior developers, performed code reviews, and created technical documentation.
- Implemented rich eCommerce interfaces and configurators using JavaScript, improving user engagement and conversion rates.
- Delivered client training and technical diagrams, ensuring smooth project handoffs.

## **ADDITIONAL EXPERIENCE**

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### **Contract Web Developer**

jacksonwebdev

2010 - 2016

Winston-Salem, NC

- Delivered custom PHP/WordPress solutions, interactive presentations, and marketing collateral for small businesses and universities.

## **EDUCATION**

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### **Bachelor of Arts**

Wake Forest University

2010

Winston-Salem, NC