

Dan Cruzat



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portfolio / code / linkedin / about

summary

Senior Front End Engineer with 20+ years building UI for **indie shops and household names**. Portland OR, remote-native. My best work happens when I own the front end, the user layer; close to the **design**, close to the **code**, a **mentor** to guide the way.

Currently building in **React, Vue** and **WordPress**, with **Astro** and **Next** regularly in the mix.

I am madly **in love** with **CSS**, which is evolving faster than ever.

skills & experience

I have worked in web design and development for over 20 years, building experiences for indie businesses to enterprise titans, ui layers for software companies, client sites and landing pages for agencies. Full service & full stack for WordPress, UI chops & CSS specialization for React / Vue teams.

languages	TS, JS, CSS, HTML, SCSS, PHP, ES6
regulars	Node, Tailwind, Astro, React, Vue, WordPress, Next, Nuxt, Craft CMS, NVM, GIT, Valet, Local, Docker
standards	Responsive Development, Testing, Performance Optimization, A11y / WCAG, Tracking & Consent
teamwork	DevOps, Team Development & Dynamics, PM, Code Reviews, Dev Leadership & Mentoring
recently	Shopify, WooCommerce, BigCommerce, Handlebars (& Stencil), Notion, Jira, Trello
mileage in	Angular, Pantheon, Statamic, Laravel, Webflow, Slim, Gatsby, Bootstrap, Asana, JQuery
formers	ActionScript (AS2/AS3), Grunt, Gulp, CoffeeScript, Underscore, Foundation
extras	QA Testing and Support, Sound Design & Editing

agencies & organizations

Aquent, Babcock & Jenkins, BASIC, The Beauty Shop, Centric Park, ConnectiveDX, creative FEW, Daylight, DXM, Emerge Interactive, EOLA Amity Hills, EY Design Studio, Futura Collective, Greystar, Hanlon Brown, ILTS, Mindjet, MIT, Monumental, Opus Creative, The Other Agency, Periscope Creative, Procter & Gamble, Razorfish, Rose CDC, Shirtspace, StudioLabs, Vitamin T, Webtrends, Yum!

brands handled

Adidas, AT&T, Audi, Autodesk, Best Buy, BikePunk, Cascade Brewing, Coca Cola, Comcast, Corelight, Gildan, IBM, Icon Tires, Intel, KFC, LinkedIn, Marchex, MGM Studios, Microsoft, NATIVE, Nike, Pacvue, Pampers, PELICAN, Providence Healthcare, Qwest, Riot Games, Rose City Rollers, Sitepoint, Sock It To Me Socks, Sony, Sterling Communications, Tide, TrustEngine, The Union Wine Company, VTech

projects & positions

Dan Cruzat : Senior UI & CSS Consultant

Est 2006 : WordPress, React, Vue, Next, Nuxt, Tailwind, SCSS

Developing 'Ursula' WP + Tailwind starter theme
Leveraging AI to accelerate development cycles

Full-cycle maintenance, upgrades & automated testing
Auditing styles & performance for micro-optimizations

Procter & Gamble : Front End Developer

4/2025 - 8/2025 : BigCommerce, Shopify, Vue, React, WordPress

Technical mentorship for PHP & CSS standards
Enterprise analytics tagging via BigCommerce

WP feature development & core upgrades
React/Vue component architecture

The Beauty Shop : Senior WordPress Engineer

10/2024 - 8/2025 : WP, Woo, Gutenberg, SCSS, WPEngine, ACF

Retainer-based maintenance & feature scaling
Modernizing & refactoring inherited legacy code

CSS performance & asset optimization
Bespoke Gutenberg & Elementor block development

Centric Park : Senior Engineer / UX Strategist

1/2024 - 9/2024 : WordPress, React, Vue, Tailwind, WP VIP

Repo ownership, code reviews & mentorship
Block-based theme architecture

Cross-framework UI component development
Optimization for performance & accessibility

Unisyn Voting Systems : Senior Interactive Engineer

8/2023 - 4/2024 : React, Tailwind, SCSS, Git, NPM

CSS Lead; established enterprise style standards
Engineered UI layers for core product suite

Bridged UX requirements with software engineering
Triage & resolution of complex user flows

StudioLabs : Lead Developer / WP Specialist

11/2021 - 3/2022 : WordPress, SCSS, WP Engine, ACF

Standardizing legacy themes to house specs
Rapid feature prototyping & deployment

Patching critical issues in legacy environments
Cross-functional team & QA coordination

Daylight Studio : Senior Interactive Engineer

10/2021 - 8/2023 : WordPress, Craft, Tailwind, SCSS, Pantheon

End-to-end feature production & maintenance
Multi-instance management via Pantheon

Technical liaison for 3rd party agencies
DevOps support & team coordination

Emerge Interactive : Lead UI / Theme Developer

2/2021 - 8/2022 : WordPress, SCSS, Docker, ACF

Project lead, repo ownership & code reviews
Custom layout systems & responsive frameworks

UX reviews & design-to-code fidelity
Cross-browser testing & UI bugfixing

ancient history & trivia

PDX since 06, Chicago expatriot : lifelong Doctor Who fan : sampler and strangler of sounds since 199?