

Daniel Kapitany

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SUMMARY

Senior Front End Engineer with 15+ years of experience building high-performance web applications for Fortune 500 companies and fast-growing DTC brands. Progressed from mid-level engineer to senior individual contributor, with deep expertise in React ecosystems, real-time data visualization, and eCommerce platforms. Known for driving measurable product outcomes, mentoring engineers, and contributing across the full development lifecycle from UI design to CI/CD pipelines.

SKILLS

Engineering: Frontend Architecture, UI/UX, Performance Optimization, Testing & Code Coverage, Real-Time Data Visualization

Technology: JavaScript, TypeScript, React, Next.js, Redux, Zustand, Astro, Tailwind, Sass, Python (Flask), Mapbox, D3.js, Cypress, Vitest, React Testing Library, Docker, CircleCI, Terraform, Git, Figma

Languages: English, Serbian, Hungarian

EXPERIENCE

Senior Front End Engineer, Povio

July 2025 - Present

- Sole frontend engineer on a high-performance data visualization platform processing multi-gigabyte geospatial datasets with continental-scale coverage.
- Improved map rendering smoothness by upgrading the mapping package and refactoring rendering logic, enabling responsive time-series scrubbing over large contour computations through deferred rendering and memoization strategies.
- Added unit tests for core visualization logic, fixed ESLint/Prettier configurations, and refactored components to improve testability and long-term maintainability.
- Contributed to DevOps workflows including Terraform configurations, build scripts, CI pipelines, and environment setup for staging and production deployments.

Senior Front End Engineer, OctaneAI

December 2016 - January 2024

Promoted from Mid-level to Senior Engineer over 7 years at a Shopify-certified platform trusted by 5,000+ brands, generating over \$450M in merchant revenue. Named Shopify's Best Storefront App in 2021.

- Built the core eCommerce frontend including a Shopify plugin integrating Facebook Messenger for automated cart recovery, promotions, and customer engagement — achieving up to 75% open rates and click-throughs within 10 minutes.
- Designed and developed an interactive product quiz builder embedded in Shopify stores, guiding users through personalized recommendation flows — helping brands like Jones Road Beauty, Skinny Mixes (+\$280K/month revenue lift), and Doe Lashes drive significant conversion gains.
- Developed a Facebook Messenger chatbot platform for artists including Maroon 5 and 50 Cent, personalizing subscriber notifications about shows, music, and merchandise.
- Led a Next.js migration initiative for the core platform; evolved the tech stack across 7 years from React/Redux/Sass through TypeScript adoption and modern tooling.
- Maintained CI/CD pipelines using CircleCI and Docker; contributed to backend integrations (Python/Flask, Redis); helped QA team establish Cypress end-to-end testing infrastructure.
- Mentored and onboarded multiple engineers, reducing ramp-up time and improving team productivity; collaborated with product and design across 1,000+ brand accounts.

Front End Developer, RebelMouse

March 2015 - August 2016

- Led development of a new web page builder, templates, and Google AMP pages with a team of 3 engineers, improving mobile load times for clients including Time Inc., Samsung, Macy's, GE, Discovery, and Weight Watchers.

- Managed advertising and social platform client sites by converting designs into cross-browser, mobile-friendly websites.

Front End Developer, Saturized (acquired by Devtech)

August 2014 - March 2015

- Developed responsive, pixel-perfect, mobile-first templates for clients including POPMOG, Libyan Spider, EPI Learning Center, and European Leadership University.
- Acted as technical SME in client meetings: gathered requirements, defined specifications, and managed test deployments.

Front End Developer, Danulabs

January 2012 - August 2014

- Built responsive cross-browser web applications including Plannico (HR Leave Management) and Danutask (Project Management), with custom jQuery plugins.
- Served as sole frontend engineer and technical mentor; guided the team on HTML, CSS, JavaScript, jQuery, and Git adoption.

OTHER EXPERIENCE

Personal Projects

- Build and maintain full-stack pet projects using Astro and React on the frontend, with serverless APIs deployed on Cloudflare Workers, Cloudflare D1/R1 storage, and SQLite databases.
- Developed data scraping pipelines to collect, store, and analyze real estate listings, including custom tooling for data ingestion and structured storage.
- Set up and managed Docker containers for local development environments across multiple projects.

EDUCATION

Bachelor of Information Technology

Higher Technical School of Professional Studies, Serbia

Postgraduate Studies in eCommerce Applications

Higher Technical School of Professional Studies, Serbia