Dan Napoleoni

UX Engineer · Melbourne, Australia

dnapoleoni@gmail.com danielnapoleoni.dev linkedin.com/in/daniel-napoleoni 0421554265

SUMMARY

I'm not a UX designer by title, but I think like one. Every ticket I pick up, I'm asking: who's using this? What are they trying to do? What happens when it goes wrong? What did we forget?

SKILLS & TOOLS

UX Advocacy & Review · Interaction Design Implementation · Accessibility (WCAG AA/AAA) · Edge Case Identification · Responsive & Adaptive Design · Design System Contribution · Error State & Empty State Design · User Flow Analysis · Cross-browser / Cross-device QA · Figma Collaboration

EXPERIENCE

Software Engineer, Everest Engineering

2025 - 2026 · Contract

Built a reporting dashboard from a vibe-coded prototype and static designs that had significant UX gaps. Made gap-spotting part of the daily routine — flagging missing states, working through edge cases with designers, and fleshing out what the spec didn't cover.

Frontend Developer, Mira | Business Software

2024 - 2025 · Role made redundant

Frontend development for a SaaS app built in Quasar, Vue JS and Laravel. Small, self-directed dev team that owned the full product lifecycle from user feedback through to shipping. Upskilled in Laravel and Figma on the job to contribute beyond the frontend. Created and developed a new feature from interpreting user feedback, creating wireframes, mocking up designs with component ui, developing and testing.

Frontend Developer, Clemenger BBDO

2019 - 2021

Learned Vue on the job and shipped it to production. Built Vue.js applications for BMW and Myer, including a complete overhaul of the Fashions on the Field web app under a tight Melbourne Cup deadline. Dynamic HTML banner campaigns for BMW, NAB, TAC and Belong. Later became the sole Myer eDM developer, running the full pipeline from design to Salesforce deployment.

Developer, Isobar Australia

2009 - 2017

Eight years spanning the full evolution of web development — from Flash and ActionScript through to HTML5 banners, eDMs, and frontend JavaScript. Built interactive mobile games for Smiggle, redeveloped The Smith Family's donation portal with a custom state-machine, and managed the Porter Davis website solo for over a year. Became DoubleClick Studio HTML5 certified.

EDUCATION

Diploma, Web Design — Riverina TAFE (2007)
Diploma, Digital Media — Riverina TAFE (2005)