



# DANIEL ASHCROFT

PRINCIPAL FRONT-END ENGINEER

Sydney, Australia  
danashcroft4@icloud.com  
github.com/valtism  
valtism.com

## SKILLS

### Core

React  
TypeScript  
Tailwind CSS  
Front-end architecture  
Mentoring  
Developer experience  
Performance profiling

### Frameworks / Tooling

Next.js  
React Server Components  
Vite  
Astro  
React Native  
TanStack Start  
Storybook  
Zod

### UI / Data

Design systems  
Figma  
VisX / D3  
Dashboards  
Accessibility-minded UI

### Back End / Cloud

AWS / Lambda  
Cloudflare Workers  
Durable Objects  
GraphQL & REST  
Ruby / Rails  
Redis

## CAREER HIGHLIGHTS

- Helped take Pry from pre-launch to launch, roughly 30% month-on-month growth, and eventual \$90M acquisition by Brex with a 10-person team.
- Modernized Pry's front-end stack to Vite, TypeScript, and Tailwind, introducing HMR and dramatically improving developer feedback loops.
- Built Prune's React Native transaction review app and shipped it to the App Store in around three months.
- Designed and built flexible financial dashboards, forecasting interfaces, custom charting, and complex product UI for fintech SaaS products.
- Integrated Pry's acquired financial planning product into Brex's larger engineering stack under tight deadlines after a major team reduction.
- Regularly mentored engineers, set front-end standards, profiled real React performance bottlenecks, and established reusable implementation patterns.

## PROFESSIONAL EXPERIENCE



**Prune**  
Principal Developer

2023 - 2026

Fintech startup focused on connected business bank accounts, budgeting, forecasting, financial reporting, and transaction categorization. Principal IC with strong front-end and product focus plus full-stack contributions across Rails, GraphQL, Redis, serverless functions, auth flows, and AI-assisted categorization.

- Built the charting and dashboard system from scratch in React and TypeScript, giving customers flexible dashboard views across reports, forecasts, composed charts, interactive highlighting, and multiple forecasting models.
- Shipped the React Native mobile app for transaction review and categorization from initial development through Apple approval and App Store release in around three months.
- Built a customizable hiring-plan table for planning workflows with filtering, sorting, custom configuration, deeply nested rows, and React Compiler-compatible performance characteristics.
- Led front-end performance improvements by helping engineers profile real bottlenecks, reason about rendering behavior, and measure results; improved CI and deployment performance by around 20x.
- Worked closely with founders and designers in Figma and implementation, often turning early product ideas directly into polished, usable interfaces.
- Set front-end standards and reusable patterns, unblocked engineers, and made architectural choices that kept the product easier to extend over time.

# PROJECTS

## Harmonies

[github.com/valtism/harmonies-do](https://github.com/valtism/harmonies-do)

Multiplayer Harmonies implementation using Cloudflare Durable Objects for game servers, client joining, and coordinated edge-hosted game state.

## Climb Tags

[sicg.valtism.com](https://sicg.valtism.com)

Production-used label generator for a local climbing gym, using print-focused CSS and an embedded change-request contact workflow.

## Prune Card

[prune-card.valtism.com](https://prune-card.valtism.com)

Interactive CSS card with hover-driven 3D and spectral lighting effects for use in Prune

## Valt

[zed.dev/extensions/valt](https://zed.dev/extensions/valt)

A custom theme for the Zed editor based on Oklab color space uniformity

# EDUCATION

## University of Technology, Sydney

Bachelor of Mechanical and Mechatronics Engineering

2011 - 2017

# CERTIFICATIONS

**Microsoft 70-483:** Programming in C#

**Microsoft 70-486:** Developing ASP.NET MVC Web Applications



## Brex

Senior Front End Developer

2022 - 2023

Joined Brex through its acquisition of Pry, focused on migrating the acquired financial planning product into Brex's larger engineering environment.

- Learned Brex's larger internal systems quickly and adapted a working startup product into a more complex application platform and infrastructure environment.
- Delivered integration work under tight deadlines and continued after a major layoff reduced the already small integration team by around half.
- Gained hands-on experience with acquisition integration, cross-system migration, and the tradeoffs involved in moving a startup product into a larger engineering organization.



## Pry

Principal Front End Developer

2020 - 2022

YC-backed fintech startup building business budgeting, forecasting, and financial planning software. Helped take the product from pre-launch to launch, roughly 30% month-on-month growth, and eventual \$90M acquisition by Brex with a 3-person dev team.

- Drove a major front-end overhaul to Vite, TypeScript, and Tailwind, introducing HMR after local changes previously required manual refreshes and roughly 10-second waits.
- Reduced deploy times from over one minute to under one second, making deployment feel low-cost and helping the team move faster.
- Built complex financial dashboards, real-time data visualization, and major parts of the heavy-client forecasting engine.
- Worked on client-side modelling flows that downloaded financial data, synced with the backend, and supported instant updates when users manipulated forecasting data.
- Mentored developers on front-end patterns, tooling, product implementation tradeoffs, and maintainable codebase design.



## Qwilr

Front End Developer

2019

- Built React and TypeScript product features, including a redesigned app dashboard and Elasticsearch-backed site search.



## Tofi / Plutora

Front End Developer

2017 - 2019

- Maintained and extended a large legacy single-page application, building early experience with mature front-end systems and careful codebase change.