

Daniel Ariel

Senior AI Consultant & Senior Frontend Developer

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PROFILE

I'm Daniel — a Senior AI Consultant and Senior Frontend Developer based in Berlin. I help teams ship faster with composable architecture and AI-driven workflows. On the frontend, I craft robust web experiences with React, Next.js, TypeScript, and GraphQL — with meticulous attention to CSS and semantic HTML. On the AI side, I introduce AI-assisted development workflows to engineering teams, integrate LLM-powered features into products, and advise stakeholders on where AI genuinely adds value. With a background as a teaching fellow in economics and a PSPO I certificate, I bring analytical rigor and open communication to every phase of the product lifecycle — in English, Hebrew, or German.

EXPERIENCE

Senior AI Consultant & Senior Frontend Developer — BRANDUNG Mar 2025 — Present

- Deliberate return to hands-on engineering — doubling down on technical depth in frontend and AI.
- Introducing AI-assisted development workflows, integrating LLM-powered features, and building AI-supported content pipelines in composable CMS stacks.
- Building enterprise web platforms with React, Next.js, TypeScript, and GraphQL.

Business Director — BRANDUNG Jun 2023 — Mar 2025

- Leadership chapter on the business side — closer to clients, strategy, and delivery.
- After parental leave, made a conscious choice of craft over the management track and returned to an IC role.

Frontend Web Developer — BRANDUNG Oct 2018 — Jul 2023

- Nearly five years building and shipping web platforms for enterprise clients.

Full Stack Web Developer (Bootcamp) — SPICED Academy Feb 2018 — May 2018

- Intensive full-stack bootcamp across the JavaScript ecosystem.

Teaching Fellow — The Academic College of Tel-Aviv, Yaffo Oct 2014 — Oct 2016

- Taught economics — the origin of the analytical, communication-first approach I bring to teams.

SKILLS

Frontend: Next.js, React, TypeScript, JavaScript, GraphQL, CSS & semantic HTML, Tailwind CSS

AI: AI-assisted development, LLM integration, Agentic coding workflows, AI content pipelines

Practices: Composable architecture, Design systems, Core Web Vitals, Agile & Scrum

EDUCATION & CERTIFICATION

LANGUAGES

- PSPO I — Professional Scrum Product Owner (Scrum.org)
- MA Economics — Tel Aviv University

- Hebrew — Native
- English — Full professional
- German — Professional working