

Daniel Ramirez

Design-engineer building tools for the solar industry

CONTACT

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SURFACE AREAS

Data-dense UIs · Drag interactions on map imagery · Real-time collaboration · Forms & multi-step wizards · Gantt / Kanban / calendar views · Dashboard & analytics · Visual graph editors

TOOLS

Figma · Illustrator
Photoshop · Tailwind
Material Web
Svelte 5 · SvelteKit
Fabric.js · Chart.js

METHODOLOGIES

Design-in-code · Component-driven · Prototype-to-prod · Test-driven UI (Playwright) · Domain-led IA

SERVICE

VP & Secretary,
Placerville Food Co-op
(2024 — Present). Co-

ABOUT

Engineer who came up running a \$30M solar company, now building the surfaces that solar operators actually use. At BriteBuild: a CRM with four parallel views (Kanban, magazine, table, terminal), a drag-select panel-placement tool on Google Maps imagery, a Slack-like collaboration layer, and a visual mind-map task editor. **I know what a confused dispatcher looks like at 7am, because I was one for nine years.**

EXPERIENCE

Full-Stack Engineer (UI-leaning) · BriteBuild Feb 2025 – Present (ShimmerWorks Inc.)

Multi-tenant SaaS for solar EPCs & contractors · Remote

- Designed and built the **solar design tool**: drag-select panel placement on Google Maps imagery, magnet-snap, edge-to-edge tiling, design lock. Performance-critical math compiled to Rust/WebAssembly so the canvas stays fluid under heavy panel counts.
- Shipped the **CRM with four parallel views** — Kanban, magazine, table, terminal — letting reps work in whichever modality fits the task.
- Designed the **Quest Objectives** task platform: visual editor, mind-map dependency graph, scope rules, lineage tracking, blockers, approvals, required files / photos per stage.
- Built a **Slack-like real-time messaging layer**: workspaces, channels, threads, reactions, @mention chips with autocomplete, attachments, slash commands, entity link cards. Embeddable across sessions and projects.
- Authored the **contract template engine** with dynamic merge field resolution, Google Docs and PDF templates, and DocuSign integration.
- Built the schedule views (Gantt, Kanban, calendar, list, geographic map) and the sessions analytics dashboard with funnel charts, revenue trends, and stage velocity.

led the \$1.39M building purchase, April 2026.

RECOGNITION

Chamber of Commerce Startup of the Year, 2018
Small Business of the Year, 2019
Best Solar Company in Area, 2019 — 2022

Co-Founder & Chief Operating Officer · Gold Rush Energy Solutions 2015 – 2024

Solar EPC · Sacramento, CA

- Co-founded and scaled the company past **\$30M annual revenue**, with a 70-rep field force and 40 MW installed; 49th largest solar installer in California.
- Designed and shipped operator tooling — Salesforce LWC dashboards, Google Apps Script document automation, dynamic contract workflows — the proximate ancestors of what I build now.
- Owned brand and visual identity through scale: marketing site, sales collateral, customer-facing proposals, and multi-channel campaign assets.

SELECTED WORK

Solar panel placement canvas 2025

Drag-select layout on Google Maps imagery — magnet-snap, edge-to-edge tiling on sheared grids, design lock, racking takeoff. Math runs in Rust/WebAssembly so the canvas stays at 60fps.

CRM, four ways 2025

One data model, four views: Kanban for pipeline, magazine for browsing, table for power users, terminal for keyboard-driven ops. Different operators want different surfaces — the data layer stays the same.

Financing splits "rack & cable" UX 2025

Quote line-items routed to different lenders via a visual rack-and-cable diagram, backed by canonical scenarios in PostgreSQL. Caught and rebuilt mid-flight when the original UI persisted state in localStorage — the diagram became a projection of the database.