



# Daniel Rajendran

Designer. Developer. Marketer.

## About me



I'm jack-of-all-trades designer, developer and marketer with nearly seven years experience working for fast-paced startups in London. Since graduating with a BSc in Computing & Interaction Design, I've performed many different roles while being part of a marketing team, from web developer to project manager, email marketer to graphic designer. Regardless of the job title I've held, at heart, I just love designing and building things.

## Employment history



**DATA SIFT**  
2015 - Now

### Front-End Web Developer / UX & Brand Designer

As a part of the marketing team, I filled a role that was equal parts, designer, developer, and marketer. I looked after all the commercial websites, including the blog and help desk, designed and created numerous types of collateral, and assisted the product team in UX related activities during development of a new application. More of my responsibilities are listed below.

**huddle**  
2010 - 2014

### Junior Designer → Designer → Lead Web Designer

Acted as the primary design and development resource for the commercial arm of the company, filling many roles to support sales, marketing and, success.

## Key responsibilities



- Designing, coding and testing all web content for the customer facing websites, including marketing sites, blogs, and helpdesks.
- Setup, customisation and maintenance of CMS environments such as WordPress and Jekyll, including theme design, writing new functions, customising plugins and managing updates.
- Integrating websites with multiple external systems, such as Salesforce, Google Analytics, Aprimo, Eloqua, Marketo, etc.
- Website maintenance, including search engine optimization, A/B testing, managing 404s and redirects, deploying new content to the production environment, etc.
- Designing and coding cross-client compatible HTML emails for newsletters, event invitations and product updates using numerous different EMS systems.
- Creating various ready-for-print items, including business cards, one-pagers, window vinyls, stand artwork for events, booklets, etc.
- Designing and ordering merchandise, such as t-shirts, notebooks, greeting cards, stickers, etc.

## Skills



**Technology:** HTML(4/5), CSS(2/3), PHP, JavaScript, jQuery, jQuery UI

**Systems:** WordPress, Jekyll, Salesforce, Mailchimp, Aprimo, Eloqua, Marketo, Google Analytics

**Applications:** Fireworks, InDesign, Photoshop, Illustrator, Sketch, SVN, Git, Fiddler

**Delivery:** SEO/SEM, Cross-browser compliance, Cross-client compliance, Responsive Web Design, Responsive Email Design, Fluid grids, Legacy browser support, Responsive images

**Other:** Photo retouching, Photography, Copy writing, Illustration, Brand design, Graphic design

## Education



BSc in **Computing and Interaction Design** from Goldsmiths, University of London.

Completed first year of **Computer and Network Engineering** from University of Westminster.

Completed four semesters of **Cisco Certified Networking Associate** certification.

## More about me



I'm laid-back and geeky Londoner, with a quintessentially British sense of humour and a fondness for terrible puns. I like to create, build and make things, whether it's building computers, assembling models, baking delicious treats, or writing stories. I'm big into movies of all kinds, love getting lost in a good book, and have probably gamed into the wee hours of the morning far too many times.

## Contact



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## References



Available on request