




# DANIEL RAJENDRAN




WEB / BRAND / UX DESIGNER





## PORTFOLIO

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## OTHER

-  twitter.com/danrajendran
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## ABOUT

I'm a multi-discipline designer with seven years experience working for fast-paced tech startups in London. Since studying interaction design at university I've cultivated an extremely broad set of skills that cover web, brand, product, and UX design. I have a keen eye for details that doesn't stop me seeing the bigger picture, and whether it be apps, emails, websites, or products, I'm most at home when designing and building things.

## EXPERIENCE

### DataSift

January 2015 - December 2016

#### Front-End Developer / UX Designer

- Played an instrumental part in launching web content for our Facebook Topic Data product launch
- Responsible for coding, QA, and maintenance for the marketing site, blog, and helpdesk
- Assisted the Product team with UX design and prototyping for a new product offering
- Lead an effort to unify the varying design languages used by Marketing and Product teams

### Huddle

January 2010 - December 2015

#### Lead Web Designer

- Acted as the primary design and development resource for the commercial arm of the company
- Handled design, coding, QA, and maintenance for the marketing site, blog, and helpdesk
- Assisted in a complete rebrand, and then lead one full redesign of the marketing site
- Lead a small team that redesigned the home page and free trial process to increase lead gen 180%

## EDUCATION

### Goldsmiths, University of London

September 2006 - August 2009

#### BSc Computing and Interaction Design

Covered a wide range of topics that centered on web design, user experience and interaction design. My final project was a human interface device that could be used to manipulate 3D models in real-time, for use in museums so users could better examine exhibits.

### University of Westminster

September 2004 - August 2006

#### BEng Computer and Networks Engineering

Focused on programming. I transferred during my 2nd year to pursue a more design oriented degree.

## SKILLS

- Technology** HTML(4/5), CSS(2/3), PHP, JavaScript, jQuery, jQuery UI
- Systems** WordPress, Jekyll, Salesforce, Mailchimp, Aprimo, Eloqua, Marketo, Google Analytics
- Applications** Sketch, Marvel, InDesign, Photoshop, Illustrator, SVN, Git, Fiddler
- Process** Wireframing, Prototyping, Responsive design, Fluid grids
- Delivery** Cross-browser compliance, Cross-client compliance, SEO, Print-ready markup
- Other** Photo retouching, Photography, Copy writing, Illustration

## REFERENCES

Available on request