Daniel Rajendran

Designer, developer **&** marketing jack-of-all-trades

About me

I'm multidiscipline designer and developer with four and a half years experience working for a fast-paced London startup. Creative at heart, I perform a hybrid role that's equal parts web designer and front-end developer, with a helping of print, email and graphic design thrown in for good measure. I'm enthusiastic and passionate about the work I do, and I enjoy getting stuck into projects that are outside my area of expertise, but most of all I love to design and build things from the ground up.

Employment history

2010 → **Current** | **Huddle**, London, UK
Intern → Junior Designer → Designer → **Web Lead**

As the main creative and technical resource outside of the product engineering team, I was responsibile for nearly all design and development activities for the commercial teams. As a member of the marketing team, a few of my **responsibilities** included:

- Designing, coding and testing all web content for the Huddle websites, including creating mockups in Fireworks and building pages using HTML/CSS/JavaScript/PHP.
- Setup, customisation and maintenance of WordPress environments, including theme design, writing new functions, customising plugins and managing updates.
- Integrating the Huddle websites with multiple external systems, such as SalesForce, Google Analytics, Aprimo, Eloqua, Marketo, etc.
- Maintenance of the Huddle websites, 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.

While at Huddle, some of the **achievements** I'm personally proud of are:

- Single-handedly managing the complete redesign of the Huddle.com website, which included writing the project plan and delivery schedule, designing and coding a new WordPress theme from scratch, coding over 100 non-templated pages and cross-browser testing the entire site before launching on schedule.
- Creating our free trial registration form with front-end and back-end validation that simultaneously created a Huddle account via the registration API while registering the users details in our CRM and EMS systems.
- Designing the first iteration of Huddle's corporate style guide.

Skills

Technology: HTML(4/5), CSS(2/3), PHP, JavaScript, jQuery, jQuery UI
Systems: WordPress, SalesForce, Mailchimp, Aprimo, Eloqua, Marketo, Google Analytics
Applications: Fireworks, InDesign, Photoshop, Illustrator, Dreamweaver, 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

BA 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 20-something, 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.

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References

Available on request