



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

Front-End Web Developer

In addition to performing a very similar hybrid role to the one I did at Huddle, I also assisted the product team in UX related activities, including application prototyping and design iteration.

huddle
2010 - 2014

Intern → Junior Designer → Designer → Lead Web Designer

As the main creative and technical resource for the marketing team, I performed a role that was equal parts designer, developer and marketer. Some of my day-to-day responsibilities are listed below.

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