



CONTACT

Nadav Daniel

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SKILLS

Software Engineering	20+ years
Software Architecture	5+ years
AWS	5+ years
Node.js	5+ years
Java	3+ years
Flutter	1+ years

Payment Gateways: Stripe, PayPal, Braintree
Frameworks: Node.js, React, Flutter
Paradigms: Hexagonal Architecture, Functional Programming
Storage: MongoDB, Redis, MySQL

EDUCATION

B.Sc. Computer Science and Mathematics
Netanya Academic College,
1999–2003

LANGUAGES

Hebrew: Native
English: Fluent

PROFILE

Experienced Fullstack Developer with 20+ years in software engineering, specializing in scalable web and mobile solutions. Skilled in modern frameworks and cloud technologies, with a proven ability to lead teams and deliver impactful results. Additionally, an Entrepreneur and Consultant with a track record of advising and executing innovative development projects for leading organizations.

WORK EXPERIENCE

Co-Founder, Lead Full-Stack Developer

SimplyStud.io
Founded and built an MVP for a cutting-edge SaaS platform tailored for fitness studios, integrating booking systems, member management, instructor scheduling, payments, and more. The platform is driven by an AI assistant to streamline operations and enhance customer interactions.

Aug 2022 – Present

- Designed and developed the entire MVP from scratch, handling both back-end and frontend development.
- Built a scalable backend for booking, payment processing, and seamless system integrations using Node.js, MongoDB, and cloud-based infrastructure.
- Created an intuitive frontend using modern frameworks, primarily Flutter, with some components built in React.
- Engineered AI-powered tools to assist customers with real-time updates and interactions with fitness studios.

Technologies include:

- Node.js, Flutter, React, MongoDB, AI frameworks

Achievements include:

- Launched with 200 beta users and rapidly iterated based on feedback, successfully modernizing outdated competitor systems with an intuitive and user-friendly experience.

Senior Developer and Team Leader

AdRabbit (formerly AppsVillage, TSXV: RAB)
Created native mobile apps for SMBs, enabling them to build profiles from social assets (e.g., Facebook, Instagram) and engage customers.

Oct 2015 – Present

- Developed features for chat, mini-shops, marketing campaigns, and lead generation tools.
- Managed cloud infrastructure for scalable app deployment.

Technologies include:

- Node.js, React, AWS, Docker

Achievements include:

- Supported over 3,000 customers and achieved IPO listing on the Australian stock market.

iOS Developer

2013 – 2015

Retalix (Acquired by NCR)

Built the mobile platform from scratch for retail ecosystems.

- Designed a native POS mobile application for enterprise clients.

Technologies include:

- Objective-C

Achievements include:

- Delivered robust mobile functionality for leading retail systems.

Co-Founder, RD Manager, Developer

2004 – 2013

Silent Communication

Developed smart IVR solutions and pioneered smartphone integrations with tier-1 telecoms.

- Partnered with companies like French Telecom, T-Mobile, Nokia, Nuance, and Converse.
- Contributed to Israel's first smartphone project with Emblaze.

Technologies include:

- Symbian, Android, J2ME

Achievements include:

- Launched advanced call-handling features adopted by global carriers.

PREVIOUS EXPERIENCE

Consultant and Entrepreneur (2018–2021): Led consulting and full-stack development projects for Amdocs' Connected Home initiative. Focused on integrating smart home technologies for automation, lighting, security, video, and energy management within a cloud-based ecosystem.

SoftWatch (2000–2004): Automated Testing Engineer. Created performance testing scripts for web apps.