



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.

WORK EXPERIENCE

Product Developer and Maker

Jul 2023 – Present

SimplyStud.io

Designed and developed a comprehensive SaaS platform for fitness studios, encompassing booking systems, member management, instructor scheduling, payments, and more. The system is supported by an AI assistant to simplify operations and improve client interactions.

- Built a scalable backend for booking and payment processing, ensuring seamless integration of all components.
- Created AI-powered tools to assist customers with real-time updates and interactions with fitness studios.

Technologies include:

- Node.js, Flutter, MongoDB, AI frameworks

Achievements include:

- Engaged 200 beta users and achieved a rapid launch, modernizing outdated competitor systems with an intuitive and user-friendly experience.

Senior Developer and Team Leader

Oct 2015 – Present

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.

- 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

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