

DANIEL RAJENDRAN

WEB / BRAND / UX DESIGNER



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 design, coding, QA, and maintenance for all commercial websites
- Assisted the Product team with visual design and UX prototyping for a new product offering
- Designed numerous ebooks, one pagers, banners, and other Sales/Marketing collateral
- Lead an effort to unify the varying design languages used by Marketing and Product teams
- Helped to design and roll out new web pages with updated brand identity
- Helped to design and implement new lead tracking and scoring systems

Huddle

January 2010 - December 2014

● *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 centred 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, JavaScript, jQuery, jQuery UI, PHP
Systems	WordPress, Jekyll, Salesforce, MailChimp, Aprimo, Eloqua, Marketo, Google Analytics
Applications	Sketch, Marvel, Invision, Balsamiq, InDesign, Photoshop, Illustrator, SVN, Git, Fiddler
Process	Wireframing, Prototyping, Responsive design, High-fidelity mockups, Fluid grids
Delivery	Cross-browser compliance, Cross-client compliance, SEO, Print-ready markup
Other	Photo retouching, Photography, Copy writing, Illustration



PORTFOLIO

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OTHER

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