



DANIEL SIERADSKI | WEB TECHNOLOGIST

4465 EAST GENESEE STREET #112 · SYRACUSE, NEW YORK · 13214

315.766.2044 / HOME OFFICE · 347.585.0350 / MOBILE

DANIEL@SELF.AGENCY

SKILLS

FULL STACK DEV

PERFORMANT DESIGN

RESPONSIVE DESIGN

UI/UX DESIGN

RESTFUL SERVICES

DEVOPS/SYSADMIN

SITE RELIABILITY

PROJECT MANAGEMENT

WRITING/EDITING

DIGITAL STRATEGY

MEDIA PRODUCTION

BYLINES

THE NEW YORK TIMES

THE DAILY BEAST

PAPER MAGAZINE

HA'ARETZ

THE FORWARD

JTA NEWS

References furnished
upon request

Web developer, new media producer, and digital strategist. Front end heavy full stack developer and DevOps enthusiast. Advocacy journalist, digital organizer, and movement-builder with 10+ years experience in the nonprofit and digital news fields.

DIRECTOR OF WEB TECHNOLOGY

NYLON MEDIA, New York, NY · March 2015–March 2019

Full stack web development and DevOps for international women's media platform with 3M+ monthly unique viewers. Helped plan and execute recent transition from 20 years in print to all-digital, including introduction of interactive news packages.

- Designed, developed, and maintained internal and consumer-facing digital platforms, back end and front, including UI/UX, code, DevOps, and system administration.
- Collaborated with editorial, advertising, and brand partnerships teams to deliver mission-critical services and high quality consumer-facing experiences across multiple channels.
- Managed budgets, schedules, subcontractors, and vendor relationships.

SOLE-PROPRIETOR

THE SELF AGENCY, Syracuse, NY · December 2011–Present

Full service boutique digital agency offering digital strategy, web design/development, and managed hosting services. Past clients include Zephyr Teachout for Governor, Ready for Warren, The People for Bernie Sanders, City University of New York, and Brandeis University.

DIRECTOR OF DIGITAL STRATEGY

REPAIR THE WORLD, New York, NY · August 2009–November 2011

Planned and executed digital strategies for startup social enterprise engaging American teens in volunteer service opportunities and service learning programs.

TECHNOLOGIES

JAVASCRIPT/ES6
NODE.JS & EXPRESS.JS
VUE.JS
JQUERY
ESLINT & PRETTIER
HTML5 & CSS3
SCSS, STYLUS, & POSTCSS
PWAs/SPAs
WEBPACK, PARCEL.JS,
BROWSERIFY, & JSPM
GRUNT & GULP
PHP & WORDPRESS
SQL/ORM & NoSQL
REST & GRAPHQL
AWS, DIGITAL OCEAN,
GCP, ZEIT & BLUEMIX
CI/PIPELINES
GIT & SVN
GITHUB & BITBUCKET
DOCKER & KUBERNETES
TDD WITH JEST
LIGHTHOUSE & HINT
SLACK & DISCORD
GH ISSUES, JIRA,
PIVOTAL & TRELLO
VSCODE & ATOM
ADOBE CREATIVE SUITE
SKETCH
OFFICE & GSUITE
GOOGLE ANALYTICS
GOOGLE WEBMASTER
GOOGLE TAG MANAGER
GOOGLE DFP
CHROME EXTENSIONS
FIREFOX ADD-ONS

- Developed and executed content, social media, recruitment, and fundraising strategies for Repair and its 18 partner organizations.
- Designed, developed, and maintained consumer-facing digital platforms, back end and front, including UI/UX, code, DevOps, and system administration.
- Collaborated with all departments to deliver mission-critical services and high quality consumer-facing experiences across multiple channels.
- Managed budgets, schedules, junior staff and interns, media producers, subcontractors, and vendor relationships.
- Presented at international conferences on online youth engagement.

DIRECTOR OF DIGITAL MEDIA

JTA NEWS, New York, NY · July 2007–July 2009

Planned and executed digital strategies for a century-old international news wire service, including its transition from a B2B subscription service to a member-supported digital platform.

- Developed and executed content, social media, and fundraising strategies, including the creation of JTA's video news division.
- Designed, developed, and maintained internal and consumer-facing digital platforms, back end and front, including UI/UX, code, DeOps, and system administration.
- Collaborated with editorial, marketing, and fundraising teams to deliver mission-critical services and high quality consumer-facing experiences across multiple channels.
- Managed budgets, schedules, junior staff and interns, media producers, subcontractors, and vendor relationships.
- Presented at industry conferences on digital media strategy.

SENIOR WEB PRODUCER

THE JCC IN MANHATTAN, New York, NY · June 2000–February 2004

UI/UX design, front end development, and system administration for one of the largest Jewish Community Centers in North America, servicing tens of thousands of members.

- Designed, developed, and maintained internal and consumer-facing digital platforms, back end and front, including UI/UX, code, DevOps, and system administration.
- Designed and developed a content management system and constituent relationship management platform that was ultimately licensed for resale to other JCCs and similar facilities across North America.
- Collaborated with event programming, marketing, membership, and fundraising teams to deliver mission-critical services and high quality consumer-facing experiences across multiple channels.