

Daniel Robertson

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EXPERIENCE

Cloudflare

Sept 2023 – Current

Senior UI Engineer

Austin, TX

- Led development of data table displaying Cloudflare websites for 1.5M+ monthly active users, leveraging A/B testing optimization and cross-functional collaboration with design systems and product API teams to shape functionality and developer experience
- Created a messaging system for new feature education directly on the page using Cloudflare Durable Objects
- Built user notification inbox using Cloudflare Workers, Workers KV, and Contentful CMS

Project44

Jan 2023 – Aug 2023

Design Systems UX Engineer

Austin, TX

- Maintained open-source WCAG 2.1 AA compliant React component library, implementing the design system
- Mentored product engineers using the design system on accessibility, best practices, and adoption

Leafly

Aug 2019 – Sept 2022

Senior Software Engineer

Austin, TX

- Tech lead on bespoke React.js admin interface to manage Leafly's product variants database
- Reduced spam product reviews by 28% by leveraging machine learning and user interface redesign
- Drove complex e-commerce product features, including GDPR-compliant user account deletion self-service
- Created new email Node.js micro-service that processed 100k+ new email newsletter signups in the first month
- Won "Most Creative" at the company hackathon by building a Leafly Facebook Messenger chatbot
- Leveraged Split.io feature flags, Directus CMS, and Next.js for fast, low-code marketing-driven feature requests

IBM

Jun 2015 – Mar 2019

Software Engineer

Austin, TX

- Built customer service chatbot using IBM Watson and Node.js to automate IBM Systems support tasks
- Shipped new admin interface to manage IBM System firmware using React.js, CouchDB, and Kafka
- Launched a custom alerting system in the customer dashboard using Java, SQL, and Kafka

Blackbaud

May 2014 – Apr 2015

Software Engineer Intern

Austin, TX

- Implemented custom data migration tooling using Java and MySQL and increased unit testing coverage
- Won company hackathon by prototyping Bitcoin integration with Blackbaud donation systems

uShip

May 2013 – Aug 2013

Software Engineer Intern

Austin, TX

- Launched uShip.com South Africa landing page
- Implemented a shipping cost estimator widget theme for veterans

EDUCATION

University of Texas at Austin

2010 - 2015

Bachelor of Science, Computer Science

Austin, TX

SKILLS & INTERESTS

- **Skills:** JavaScript, Typescript, React.js, Node.js, TailwindCSS, Next.js, Java, SQL, NoSQL, HTML, CSS
- **Interests:** Design systems, digital accessibility, developer experience, hackathons, tech conferences