



DANIEL SIERADSKI

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EXPERIENCE

June 2015–Present

Design Technologist
NYLON | Remote to New York, NY

Oversee the integration of design and technology for international women's fashion and entertainment platform with millions of daily consumers across multiple digital channels, working in conjunction with editorial, creative, merchandising, and advertising departments. Responsibilities include UI/UX design, information architecture design, rapid prototyping, frontend development, third-party integrations, systems administration, help desk support, and vendor management.

Apr. 2012–Present

Self-Employed
The Self Agency, LLC | Syracuse, NY

Web design and development (primarily WordPress), online marketing, and new media production for nonprofits and socially responsible small businesses. Past clients include Zephyr Teachout for Governor, WCNY (Syracuse PBS affiliate), Empire Brewing Company, Fair Elections for New York, The New York Paid Leave Coalition, J Street, The City University of New York, Brandeis University, and Syracuse University.

Aug. 2009–Nov. 2011

Director of Digital Strategy
Repair the World | New York, NY

Online marketing, fundraising and movement building for startup philanthropic foundation promoting volunteer service to North American youth. Designed, produced and maintained multiple digital properties and campaigns targeting various idiosyncratic constituencies; Developed digital outreach strategies for over a dozen grantee-partner organizations; Managed a team of three digital content producers and multiple vendor relationships; Served as an organizational ambassador and public speaker at youth and volunteerism conferences nationally and internationally.

July 2007–Jul. 2009

Director of Digital Media
JTA News | New York, NY

Digital strategy, content production, online marketing/fundraising, and IT administration for an international newswire servicing over 100 local community newspapers. Worked directly with editors, reporters, photographers and artists to produce digital news packages on tight deadlines; Developed and maintained agency's web and mobile properties, video news division, and social media assets; Developed digital archive making public 100 years worth of newswire content; Managed a team of two and maintained multiple vendor relationships.

Sep. 2006–Nov. 2012

Designer
Habitus: A Diaspora Journal | Brooklyn, NY

Art direction, layout, design and pre-press packaging of twice-yearly produced literary journal.

Dec. 2002–Jul. 2007

Publisher & Editor-in-Chief
Jewschool.com

Founding publisher, editor-in-chief, designer and chief correspondent of award-winning progressive Jewish community and Israel-related issues blog.

Mar. 2001–Present

Independent Journalist & Public Speaker

Journalist and progressive commentator on Jewish community and Israel-related issues. Bylines in The New York Times, The Daily Beast, Paper Magazine, The Forward, The Jewish Week, The Jerusalem Post, Haaretz, JTA, and Jewcy.com. Presented at over two dozen conferences on new media activism, citizen journalism, volunteer engagement, and Jewish communal issues.

June 2000–Feb. 2004

**Webmaster & Junior Graphic Designer
The JCC in Manhattan | New York, NY**

Designed, developed and maintained web properties for community center servicing hundreds of thousands of constituents on New York's Upper West Side. Developed content management and constituent relationship management solutions to maintain seasonal program catalog and facilitate online registration; Developed and deployed online marketing strategies for over a dozen departments; Produced original web content.

Sept. 1997–Aug. 1999

**Customer Service Agent & Web Designer
Hoster.com | Jersey City, NJ**

Customer support agent, designer, frontend web developer, and server administrator for all-in-one dial-up Internet service provider, web hosting provider, and web design studio.

SKILLS

Strong HTML and templating languages (Pug/Jade, Handlebars, HAML, Twig, Liquid, Bootstrap), jQuery, CSS and pre/post-processors (SASS, LESS, PostCSS), version control (Git, Subversion), task runners (Grunt, Gulp, Codekit), package managers (npm, Bower, rubygems, JSPM, Browserify), Atom IDE, Adobe Creative Suite (Photoshop, Illustrator, Indesign, Premier), Sketch, wireframing (UXPin), groupware (Basecamp, etc., Slack, Google Apps, Microsoft Office), web server administration (LAMP, Node.js, cPanel, Plesk), issue tracking (Github Issues, Bugzilla, Pivotal Tracker), digital photography, photo retouching, print design, copywriting, digital marketing strategy.

Moderate Javascript, Node.js, PHP, MySQL, CRM integration (Salsa, NationBuilder, Neon), Facebook Instant Articles, Google AMP, Apple News, digital video production.

Light Interaction prototyping (Flinto, Hype), React.js, Ruby on Rails, Python, AWS, CI.

AWARDS

2013 **2nd Place, design, Hack Upstate**
2010 **The Forward 50**
2008 **New York Jewish Week 36 Under 36**
2007 **ROI Community Grant for software development**
2005 **Dorot Foundation Grant for software development**
2004 **Dorot Fellowship in Israel**

PROFESSIONAL DEVELOPMENT

Nov. 2016–Dec. 2016
Sept. 2016

**Jewish Organizing Institute & Network
Rockwood Leadership Institute**