

DANIEL W ROBERT

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Creative and collaborative software engineer and engineering lead with extensive experience in shaping digital products from concept to launch. A natural problem solver with a sharp eye for detail, capable of leading development efforts that enhance both user experience and business outcomes.

WORK EXPERIENCE

Kanopi Studios Technical Lead

Sept. 2025 – Present

- Leads the technical approach on WordPress projects to ensure development is on track and aligned with client needs.
- Collaborates with UX, design, and PM teams during the discovery and planning phases.
- Writes and reviews code and technical documentation.
- Leads code peer reviews and encouraging team best practices.
- Meets directly with clients to clarify requirements and discuss technical challenges and solutions.
- Manages the technical team's workload and offering continuity across phases of the project lifecycle.

AUTOMATTIC

Senior JavaScript Engineer & Engineering Lead, WooCommerce (2022 – 2025)

Oct. 2014 – Apr. 2025

- Led a team of senior engineers in building WooCommerce blocks, using PHP and React.js, to create a more intuitive store editing experience.
- Led planning and staffing for product cycles, aligning with business goals.
- Shaped the product roadmap with directors and product managers to deliver high-impact features.

Senior JavaScript Engineer, Developer Experience

(2021 – 2022)

- Reviewed applicant code tests and trial projects to improve hiring consistency and quality.
- Supported engineer candidates through trial projects to assess technical skills and culture alignment.
- Provided mentorship and support for internal role-switch candidates through a mentorship and engineer apprentice program.

Senior JavaScript Engineer & Engineering Lead, MarTech

(2019 – 2021)

- Lead cross-functional teams and pods in planning and project execution, while offering mentorship and support to junior-level engineers in the group.
- Built landing pages and internal tools, using PHP and Gutenberg blocks in React.js, focused on improving messaging, speed, and conversion rates.
- Assisted in development of a marketing design system to establish a common language between marketing designers and developers.

WORK EXPERIENCE (Continued)

Front-End Engineer, Special Projects Team

(2015 – 2019)

- Worked on a combination of client site builds and platform migrations for a range of nonprofits and high-profile organizations across diverse industries.
- Advised partner agencies on development best practices for high-traffic websites, including coding standards, security and performance, through code reviews and consultation.
- Developed, tested, and refined internal tools, using PHP and JavaScript, to streamline complex content migrations between client websites.

Front-End Engineer, WordPress.com Theme Team

(2014 – 2015)

- Advised partner agencies and theme sellers on WordPress development best practices for code standards, security, and performance, through code reviews and consultation.

CUKER AGENCY

Front-End Web Developer

May 2011 – Oct. 2014

- Developed responsive, mobile-first user experiences with presentation-layer semantic code.
- Created dynamic applications for a variety of clients across multiple CMS platforms and frameworks, such as WordPress, Django, and Magento.

VOLUNTEER EXPERIENCE

SYNGAP RESEARCH FUND

Website Architect & Technical Lead

Oct. 2022 – Present

- Serve as technical lead for the organization's website curesyngap1.org, guiding the design, development, and long-term support.
- Orchestrated a complete migration from Webflow to WordPress using custom API-driven scripts.
- Designed and developed the new site architecture in WordPress, using PHP, Tailwind CSS, and Alpine.js.
- Developed a custom plugin to manage the organization's content and streamline admin operations.

TECHNICAL SKILLS

Focus Areas: Clients, Product Development, Technical Leadership & Mentorship

Languages: JavaScript, TypeScript, PHP, HTML, CSS

Frameworks / CMS: React, Redux, Next.js, WordPress

Automated Testing: React Testing Library, Jest, Playwright

DevOps and Automation: CI/CD pipelines (GitHub Actions, GitLab CI), Bash Scripting

Cloud Providers: AWS (S3, CloudFront, Route 53, Lambda@Edge)

AI Technologies: Cursor, ChatGPT, Perplexity, Granola, Superwhisper, and more

EDUCATION

Bachelor of Science, Media Arts (Web Design & Development)

Platt College, San Diego, CA

Associate of Applied Science, Graphic Design

Platt College, San Diego, CA

Bachelor of Science, Psychology and Sociology

Western Michigan University, Kalamazoo, MI