

# DANIEL W ROBERT

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Creative and collaborative software engineer 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

### AUTOMATTIC

Oct. 2014 –  
Apr. 2025

#### Senior JavaScript Engineer & Team Lead, WooCommerce (2022 – 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.
- Enhanced internal tools and processes, using React.js, to increase efficiency in the Talent Operations division.

#### Senior JavaScript Engineer & Team 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.

#### 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](https://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