Daniel Mendelsohn

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Work Experience

Director of Software Engineering at PCH, Jericho, NY   Apr 2017 – Jan 2025

Member of the engineering leadership team, responsible for managing over $700 million in annual revenue, overseeing a diverse portfolio of digital projects from ideation to deployment. Lead a globally distributed team comprised of over 30 members from the US, Canada, Europe, and South America, managing software development, design, and game development.

- Launched a new publishing platform using Svelte, Laravel, Redis, and MySQL, designed for high-performance mobile onboarding. Handling 24K requests per second at peak load and hosting over 120 unique experiences.
- Restructured GCP Maps usage across all consuming applications, adopting API key usage and building a caching solution, reducing API usage and cost by 50%.
- Migrated multiple WordPress websites to cost-effective statically generated alternatives using Nuxt, Vue, Tailwind, Lit, AWS S3, Akamai, and GitLab pipelines, reducing costs by over 90%.
- Launched multiple internal applications to streamline production processes. Two of these applications were an animated GIF editor built using PHP, ImageMagick, and an email linter. These applications resulted in a 30% increase in email delivery and a 35% reduction in errors.
- Lead the platform transitions of a new acquisition product using Adobe Experience Cloud, extending its functionality by integrating AWS Gateway, Lambda, and Dynamo.
- Led the team through multiple challenging downsizings, transforming the team from 28 to 10 members while maintaining high morale and consistently driving improvement. Despite these significant changes, the team experienced less than 10% attrition.
- Spearheaded a company-wide adoption of ADA Level AA standards, working with Product, Legal to address solutions that would minimally impact feature development while also satisfying ongoing legal requirements.
- Managed multiple vendor relationships, creating comprehensive documentation that outlines data models and creative requirements.
- Organized and conducted team educational sessions on emerging technologies, coding challenges, and goal-based team challenges.

Engineering Manager at PCH, NYC, NY   Apr 2014 – Apr 2017

Fostered a collaborative environment that bridged departments across multiple organizations, setting high standards for partnership and teamwork. Mentored junior and mid-level engineers through regular one-on-one meetings, team trainings and activities.

- Successfully scaling the engineering team from 17 to 28 members, integrating a team of 11 developers, modernizing their processes by implementing source control and CI/CD pipelines. This streamlined approvals and deployments, while simultaneously enhancing code quality through automated linters and unit tests.
- Grew the game development team from 1 to 3 internal team members and 5 external team members, increasing game delivery output from 1 game per month to 4.
- Built lightweight game testing editor using Node and Express, this allowed external vendors to test configurations without access to internal applications and code repos.
- Developed a lightweight Analytics library to assist third-party integrations in reporting conversations and streamline internal analytics tagging increasing developer velocity by 15%.
- I collaborated with the HR department to modernize and evolve the hiring and performance review processes. We transformed the interview process from a single step to a four-step process and the review process from an annual end-of-year review to a quarterly review.

Lead Frontend Engineer at PCH, NYC, NY   Feb 2011 – Apr 2014
- Built the first responsive website using vanilla JavaScript, Backbone, SASS, PHP, and MySQL. Integrating analytics resulted in a remarkable 50% increase in mobile users. This success prompted a strategic shift towards a mobile-first approach.
- Modernized the ES5-based codebase by implementing ES6/ES7 features, including arrow functions, classes, and async/await.
- Drove DevOps transformation, identifying gaps in server configurations. I collaborated closely with the DevOps team to optimize compression and caching configurations, making it possible to negotiate a 30% reduction in infrastructure costs the following year.

Lead Frontend Engineer at Time Inc., NYC, NY   Aug 2007 – Jan 2011
- Led frontend development for high-profile projects such as Entertainment Weekly and Time.com, responsible for all frontend development, multiple redesigns, and projects like the EW TV calendar.
- Spearheaded internal performance optimization initiatives, resulting in significant reductions in website load times and the creation of documentation for executive approval.
- WML internal working group member, driving adoption of this standard, ultimately sunsetted after the introduction of the iPhone.

Frontend Developer at S&P Global, NYC, NY   Sept 2005 – March 2006
- I collaborated with external vendor Sapient to develop the Advisor Insights web application, which offers clients valuable market insights.

Designer & Flash/Frontend Developer at Goldman Sachs, NYC, NY   June 2001 – Sept 2005
- Designed and built multiple front-ends in HTML5/CSS and JavaScript for client financial applications, incorporating user centric and ADA compliant UX.
- Designed and built flash based promotion/education presentations for sales team.

Skills
Leadership: Team Building, Agile Methodologies, Planning & Execution, Stakeholder Alignment, Distributed Team Management, Cost Management, Incident Resolution, Vendor Evaluation and Management, Scrum

Additional: CI/CD Pipelines, Automation, Performance Improvements, ADA Compliance, Resource Allocation, Prompt Engineering

Technical Skills
Languages: JavaScript, Swift, C, SQL, PHP, TypeScript

Frameworks: Svelte, Laravel, SwiftUI, Express, Vue, Storybook

Tools: Apache, Nginx, Git, Docker, Visual Studio Code, Xcode, AWS, GCP Maps, Figma, Trello

Optimization: Core Vitals, SEO, Accessibility/WCAG, Penetration Testing, Rapid Prototyping

Projects
TheLog: Created a CRUD application using HTML5, CSS, Node.js, Express, and MongoDB to monitor real-time team performance. This application served as a valuable tool to facilitate one-on-one feedback sessions and end-of-year performance reviews.

CodelabRepo: Develop a CRUD application using HTML, CSS, PHP, and MySQL to manage internal team tech talks. The application enabled quick search and sorting of the material presented during these talks.

HandbookWiki: Statically generated internal WIKI for onboarding new hires and providing them with useful internal URLs, meeting room floorplans and internal business jargon translations.

Education
Course work in Computer Science and Communications at SCC, Long Island, NY   1996