Daniel Toby Kreiger
Senior Software Engineer and Musician

Frontend developer

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SKILLS

JavaScript

TypeScript · React

React Native

Functional Programming

Angular · Redux

NodeJS

HTML5/CSS3 · Jest

AWS · Webpack

Google Cloud

Ruby (contributor)

Ruby on Rails · Git

Bash/Shell · SQL

Agile · Scrum

Jira · Kubernetes

Cypress

WORK EXPERIENCE

Senior Frontend Developer
Almedia GmbH ☒

01/2025 - 03/2025   *Berlin (hybrid)*
Almedia develops advertising technology and user acquisition tools for digital platforms.
Achievements/Tasks

- Contributed to a large React app with real-time global state updates via WebSocket for live user purchases.
- Built a feature that rewarded users for adding an iOS shortcut to the app.
- Short-term role, ended early due to health-related leave.

Senior Software Engineer
bex technologies GmbH ☒

08/2023 - 11/2024   *Berlin (remote)*
Bex digitizes the process from ordering to delivery on the construction site.
Achievements/Tasks

- Built a multiflow, multistep ordering process with Angular
- Upgraded the app and CI pipeline to include end-to-end (e2e) and integration testing
- Enhanced customer-facing features to include more real-time statistics

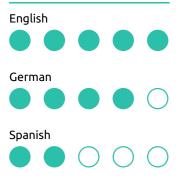### Senior Frontend Engineer
Gigs GmbH ☒

02/2023 - 08/2023   *Berlin, Germany*
Gigs is the easiest way to offer wireless subscriptions for smartphones & wearables.
Achievements/Tasks

- Implemented Sentry issue tracking and replay videos, integrating them with Slack notifications to inform the team of incoming issues, errors, or performance regressions.
- Collaborated on designing and implementing a new feature using the NX monorepo, enabling customers to upgrade phone plans via either the customer-facing portal or admin dashboard on these NextJS apps.
- Developed features allowing customers to add data to their existing plans.
- Assisted in the implementation of a new public-facing site, utilizing the NextJS app router with React Server Components.
- Led a Spike investigation on the usability and ergonomics of API endpoints for upcoming features.
- Introduced the Sanity Content Management System (CMS) into the consumer-facing application, enabling quick and dynamic content updates.
- Migrated the existing infrastructure to Google Cloud Platform (GCP) using Terraform.
- Enhanced the health and reliability of the analytics in the customer-facing app.
- Strengthened the robustness of unit tests (Jest), integration tests (React Testing Library + MSW), and E2E tests (Cypress).
- Introduced E2E tests into the admin application.

LANGUAGES

English
●●●●●

German
●●●●○

Spanish
●●○○○

INTERESTS

music | running

socioeconomic theory

WORK EXPERIENCE

Senior Software Engineer
Zapp ⤤

12/2021 - 01/2023   *Berlin (remote)*

Zapp allows users to order groceries and household essentials 24/7, and have them delivered in 20 minutes.

Achievements/Tasks

- Built functionality to allow users to reorder past orders in the mobile app.
- Created monorepo to house shared configuration between frontend / backend apps.
- Helped setup e2e testing in the mobile apps using Detox.
- Setup frontend cacheing on Google addresses, which reduced the Google Maps Api bill.
- Built state machine to handle complex post delivery / previous order feedback surveys.

Senior Frontend Engineer
heycar - Mobility Trader GmbH ⤤

10/2019 - 11/2021   *Berlin*

Heycar empowers customers throughout Germany to purchase high-quality used cars.

Achievements/Tasks

- Moved portal for car dealers into a separate micro-frontend.
- Built dashboard analytics for car dealers using Redux-Saga for data flow and canvas for IE compatible data visualisations.
- Helped build and maintain a component library for heycar with React Storybook.
- Simplified custom SSR configuration on heycar web app.
- Implemented redux caching and cache invalidation strategies for various UI filters and features. This sped up the UX and eliminated the need for repeat API requests.
- Implemented reusable api calls that abort unnecessary inflight AJAX requests.
- Implemented reusable React hooks / Redux Sagas for delaying loading indicators to improve UX.
- Created a new UI to help heycar rollout to a new leads reporting pricing model.
- Refactored the portal for car dealers to use client-side rendering with routing served by AWS Lambda and assets served by AWS S3 and Cloudfront. Setup infrastructure deployments and changes with Terraform.
- Moved the styling strategy of the main web app to using theming, making future rebranding efforts easier.

Frontend Developer
OSK Berlin GmbH ⤤

06/2017 - 09/2019   *Berlin*

OSK Berlin develops websites, apps, and other tools for multinational corporations and small businesses alike

Achievements/Tasks

- Rebuilt the media portal site for a major international client using Angular 4 - 8.
- Built advanced autocomplete search functionality into media portal using RxJS for frontend optimisations and elastic search on the backend
- More than tripled media portal's Google PageSpeed Insights score in less than 3 months.
- Built a data collecting and product finder using React/Redux in less than 3 weeks.
- Built coupled and decoupled Drupal based sites.
- Built reusable UI and website components for various major international clients.
- Built and maintained other websites / hybrid iOS + Android apps.

Software Engineer
Jovoto GmbH ⤤

11/2016 - 05/2017   *Berlin*

Jovoto offers a crowdsourcing platform that connects companies with creative individuals around the world

Achievements/Tasks

- Rebuilt the application's frontend with React/Redux.
- Tested and implemented features with Ruby on Rails.

WORK EXPERIENCE

Frontend Developer
GoVios GmbH ⬈

09/2016 - 11/2016   *Hamburg*

Achievements/Tasks

- Developed UI and overall applications that provide solutions for the cruise ship industry
- Created reusable React components for the platform
- Built out frontend features using React and Redux

Software Engineer
Cloud Logistics ⬈

03/2015 - 05/2016   *West Palm Beach, FL*

Achievements/Tasks

- Wrote software and developed RoR-based applications that provide cloud-based logistics solutions.
- Built the marketing website from scratch using Ruby on Rails.

Music Teacher
Freelance/Private Schools

05/1999 - 02/2015   *New York, NY and Berlin*

Achievements/Tasks

- Taught piano/guitar in English and German to private individuals and at music schools in NYC/Berlin.

Manager, Keyboardist/Pianist
Quintus and Mook ⬈

09/2003 - 09/2014   *New York, NY*

Achievements/Tasks

- Member of two NYC-based bands
- Marketed and booked tours throughout North America
- Negotiated and signed deals with Columbia and Atlantic (Downtown) Records
- Toured with Rusted Root and recorded an album with Levon Helm
- Played in large venues (e.g. Nokia Theatre) to crowds of 8000+
- Quintus (Bandcamp)
- Mook (Spotify)

Stock Market Data Analyst
INWISO

01/2013 - 09/2014   *Berlin*

Conducted data analysis research on German DAX, MDAX, and TecDAX companies to help clients improve their investment returns

Achievements/Tasks

- Conducted data analysis on German DAX, MDAX, and TecDAX companies to help clients improve their investment returns

Dean's Assistant/Marketing Associate
Touro College Berlin

09/2011 - 03/2014   *Berlin*

Achievements/Tasks

- Researched the European university market and implemented strategies for student recruitment

Audio Engineer/Producer
Nomadic Wax ⬈

03/2011 - 09/2012   *New York, NY*

Achievements/Tasks

- Mixed and produced international hip-hop music focused on increasing awareness of global issues, particularly in Africa and the Middle East

WORK EXPERIENCE

Assistant, Legal Department
Blyth, Inc. ↗

06/2004 - 08/2005   *Greenwich, CT*

Achievements/Tasks

- Assisted a team of eight attorneys with legal research and drafting contracts, improving caseload and throughput

EDUCATION

Ruby on Rails / Frontend Development
Wyncode

09/2014 - 01/2015   *Miami, FL*

Music and Psychology
New York University

09/2003 - 05/2010   *New York, NY*

Piano Studies
Manhattan School of Music

2003   *New York, NY*