CONTACT

LOCATION
APAC · Remote or On-site

EMAIL
dan@at0mic.com

LINKEDIN
in/danielserrano

PORTFOLIO
danielserrano.com

GITHUB
protodaniel · proto-genesys-x

SKILLS

Leadership
Team building & retention, hiring, mentorship, cross-disciplinary & distributed teams, practice leadership.

AI
Multi-agent orchestration, agent tooling & prompt systems, AI-native workflow design, automation pipelines.

Product & Engineering
User-centered product, large-scale migrations, TypeScript/JavaScript, React (incl. Native), Node.js.

RECOGNITION

Published in **Taschen's 1000 Favorite Websites**, featured in the **Web Design Index**, **iBest** Best Digital Agency, guest lecturer at **USC Annenberg School for Communication**.

EDUCATION

B.Sc. Communication Science
Universidad Intercontinental (honours)
Computer Science, Universidad La Salle (2 yrs)

LANGUAGES

English & Spanish (native/bilingual)
Japanese, French, Thai (foundations)

Daniel Serrano

Great Teams Build Great Products.

AI TRANSFORMATION · INNOVATION LEAD · ENGINEERING LEADERSHIP

I BUILD AND RETAIN TEAMS THAT SHIP PRODUCTS PEOPLE LOVE.

Across 22 years and five countries, I have gone from internet-scale players at Myspace and imeem to engineering leadership at a Toyota Agency, Nine Entertainment (ninemsn), and one of Australia's most technically-minded consultancies. I work across the full arc of delivery: managing clients and products, steering technical delivery, and writing code when it counts. The constant is people, hiring, mentoring, and building distributed teams that stay, now applied to the frontier of AI agent orchestration.

EXPERIENCE

at0mic » AI Agent Orchestration (Independent)

Aug 2025 to Present · APAC

- Build multi-agent orchestration systems and AI-native workflows spanning automated research, newsletter curation, and podcast-generation pipelines.
- Formed a clear thesis on where AI agents create leverage versus where human judgment remains essential, then acted on it: built and launched an agent-consultancy offering, then chose not to commercialize it rather than sell agent-management to organizations not yet ready to run agents responsibly.
- **Technical Lead (contract), May 2026:** stepped into an online-games build. Ran delivery and the project board, managed stakeholders, mentored the team, and shipped hands-on code.

Kablamo » Principal Consultant | Technical Director

2019 to 2024 · Sydney / Melbourne / Canada

- Led cross-disciplinary teams across fintech, government, media, and gaming, for clients including Atlassian (embedded in observability), Vodafone Australia, a Canadian neobank, and the NSW Rural Fire Service's fire-prediction system.
- Built teams known for strong retention and mentored engineers across disciplines; served as Front-End Practice Lead company-wide.
- Member of the senior leadership team as the company grew from roughly 30 to 100, and co-created a fortnightly ritual that kept a distributed engineering org feeling like one company.

Nine Entertainment (ninemsn) » Senior FE Developer / Technical Lead

2014 to 2017 · Sydney

- Joined as one of the first two engineers on a new team and helped grow it to about 20, interviewing and selecting many of the hires.
- Led the front-end migration of roughly 10 major properties (nine.com.au, 9news, Wide World of Sports) from legacy Sitecore to React/TypeScript, a portfolio reaching 4.7M+ monthly uniques and a top-3 Australian news publisher.

HotHouse Interactive » Front End Tribe Lead

2010 to 2013 · Sydney

- Led a front-end team of a dozen engineers building immersive experiences for Toyota Australia (the #1 auto brand), including 360° vehicle configurators and a single-codebase app across six platforms, solving cross-platform delivery years ahead of the norm.

Earlier Roles

- **imeem** (pioneering San Francisco music-streaming startup, founded by ex-Napster engineers): built the music and video players at 20M+ monthly users, before Spotify proved the model.
- **Myspace** (LA): core application team at the #1 website in the US (100M+ users), building music and video players, the live comment slider, and rapid proofs of concept.
- **Adlink** (LA): sole technologist at the largest US cable-advertising interconnect (first past $100M in sales), producing interactive work for Sony Pictures, Paramount, Universal, and 44 national networks.

Full detail, projects & portfolio: danielserrano.com · Recommendations upon request.