



## CONTACT

### LOCATION

APAC · Remote or On-site

### EMAIL

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### 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**.

## 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.

22 years, five countries, a dozen industries, from Myspace and imeem to Toyota, Nine Entertainment, and one of Australia's most technically-minded consultancies. Now working at the frontier of AI agent orchestration, focused on where agents create real leverage for teams and where human judgment still wins.

## 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 » Technical Lead to 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.
- Sat on 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.

### Blue 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, creative technologist at scale

- 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](https://danielserrano.com) · Recommendations upon request.