

Daniel Sellergren

Software Engineering Lead

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Summary

Full-stack engineering leader with 15+ years experience building modern, sustainable web applications. I enjoy working on infrastructure and back-end applications, pure JavaScript and its frameworks, as well as accessible and semantic HTML and CSS. I am a cultural keystone who loves building empathetic and resilient teams, mentoring junior developers, speaking to groups on interesting topics, and explaining technical topics to non-technical people. Outside of engineering I take joy in my work with non-profits, landscape photography, event planning, gardening, and running long distances.

Key Skills

- Ruby, Ruby on Rails
- JavaScript, Node, React, React Native, HTML, CSS
- PostgreSQL, MongoDB, MySQL
- Redis, Sidekiq, Kafka
- Docker, Kubernetes
- AWS, Fly, Heroku
- macOS, Linux
- Git, GitHub, GitLab
- Team management, automation-as-documentation, asynchronous communication
- Artificial intelligence, machine learning, signal processing

Professional Experience

Head of Engineering - GenStudios (2023-2024)

- Developed MVP for financial instrument trading social network, launching to an initial waitlist of over 10,000 users.
- Engineered serverless code-to-video generation, using ffmpeg and Remotion.
- Designed and built system architecture to scale to millions of transactions, using AWS CDK and Terraform.
- Managed multiple international remote teams (Poland, Ukraine, Brazil, US) working on mobile, web, and backend transaction processing.

Senior Software Engineer & Engineering Manager - Hopin (2020-2022)

- Early stage engineer helping grow the company from 13 to 1,200 people over two years.
- Handled new feature work and maintenance for a Rails monolith and React frontend, servicing millions of users.
- Responsible for complete overhaul of self-service Payments system as well as migration of thousands of subscriptions from Stripe to Chargebee.

- Built and maintained over 30 internal tools and dashboards from the ground up to fill various needs across Support, Finance, Engineering, and Sales.
- Created a set of Ruby microservices for Content Moderation which leveraged Kubernetes, Gitlab CI, Kafka, AWS SQS and Lambdas, as well as integration with two third-party providers to handle hundreds of thousands of messages per week.
- Founding engineering presenter at the Hopin Academy, our onboarding process for all new hires from Engineering to Sales to Executive Leadership.
- Founder and host of the Engineering All Hands internal showcase.

Platform Developer - Mobelux (2016-2020)

- Built multiple large Rails applications from scratch, including a local produce delivery service, a custom multi-tenant CMS servicing over a dozen clients, and internal tooling.
- Oversaw every Ruby project: managing junior developers, answering questions, reviewing code, merging pull requests, and deploying applications to multiple environments.
- Led major upgrade efforts, moving Rails projects from as early as 2.3 to modern versions.
- Contributed significantly on a wide range of technologies and frameworks from Python/Django to React Native to custom in-store displays.
- Regularly interfaced with clients at kickoff meetings, sprint planning, and on-site visits.
- Volunteered in the community by leading and presenting at developer meetups, as well as programming and robotics events for local children.

Full Stack Developer - INM United (2011-2016)

- Built dozens of websites and applications, from one-page brochure sites as a front-end developer to full-stack web applications for international companies in Ruby, PHP, and .NET.
- Traveled to embedded on-site development sprints, working regularly with clients, executives, and in-house development teams.

Education

University of Miami (2002-2006)

- B.S. Neuroscience, Minor in Biology
- B.A. Film Production, Minor in Philosophy

Virginia Commonwealth University (2011-2014)

- M.S. Computer Science
- Emphasis on AI/ML, signal processing, and brain-computer interfaces.

Community

- Fundraiser and member of the Board of Directors for Safe Harbor, providing services to survivors of human trafficking and domestic violence. (2018-2025)
- Cofounder and regular speaker at ReactJS(RVA). (2018-2020)
- Author of `activeadmin-history` and `css_naked_day_rails` gems.
- Spanish speaker (~A2, Conversational).