



## CONTACT

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## PERSONAL

Born 24.07.1993 · Slovak citizen  
Permit B EU/EFTA · in Switzerland since 2020  
Available with one month's notice

## IN NUMBERS

2.8M

platform users worldwide, 2024–26

56k

doctors in the HCP database

99.8%

pharma target-list coverage

522k

election-calculator users in a month

## LANGUAGES

|         |         |
|---------|---------|
| Slovak  | C2      |
| Czech   | C2      |
| English | B2      |
| German  | A2 → B1 |

A2 certificate Nov 2026; B1 course in progress, exam 2027.

## EDUCATION

**Bc., Managerial Decision-Making and IT**  
Faculty of Economic Informatics, University of Economics in Bratislava, 2012–2015

**Professional Diploma in UX Design**

UX Design Institute, credit-rated by Glasgow Caledonian University, 2023

# Daniel Kušnirik

Technical Lead · Automation, Integrations & AI Enablement · Healthcare data

## PROFILE

Technical lead with eleven years across UX design and engineering, the last six in Swiss medical publishing. Since 2024 the sole technology owner of a Swiss physician platform: web platform, newsletter automation, a 56k-doctor healthcare-professional database, ERP and newsletter integrations, two mobile apps, two external agencies and an in-house Microsoft 365 to Google Workspace migration. Ships with AI pair-programming under written specifications, tests and guardrails.

## SELECTED RESULTS

- **Migrated a 15-person, 13-domain publishing group from Microsoft 365 to Google Workspace in-house:** design from tenant exports, a 30-decision log, ~900k historical items imported at 0.009 % failure, executive approval in three days, no consultants.
- **Built the bilingual newsletter production system editors use every week** (Flask, Mailchimp, WordPress/WPML, OpenAI, DeepL); a companion tool generated 465 scheduled campaign drafts in one day; campaign creation an estimated four times faster.
- **Grew the doctor database from 8k to 56k records** with resumable scrapers, official GLN and HealthReg enrichment and auditable never-overwrite merges; 30,066 CRM contacts enriched in a second run.
- **Delivered privacy-preserving audience matching for a global pharma partner twice:** SHA-256-hashed target lists joined against the CRM at up to 99.8 % adjusted coverage, with a data-quality report back to the partner.
- **Built the integration layer between CRM, ERP and newsletter platform:** 19 Zapier workflows and Airtable scripting automations against the Bexio API, with a loop-safe two-way subscriber sync and budget-aware invoice and order sync.
- **Took over two vendor-built physician podcast apps** (Flutter, SwiftUI), migrated authentication and remediated hardcoded credentials; then **product-owned the agency-built successor** from a seven-day PRD to Google Play launch.
- **Designed a scanner-safe, hashed, single-use magic-link onboarding flow** with JWT single sign-on into a third-party CME platform, with no vendor backend changes.
- **Designed and front-end built an election calculator completed by 522,000 people, one in ten Slovaks, within a month** of launch on zero marketing budget (2020).

## EXPERIENCE

### Technical Lead

01.2024 – present

Prime Public Media AG / medizinonline.ch, Zürich — Swiss medical publisher: 16 specialist journals, medizinonline.com, cme.medizinonline.com, the Ärztradio app, 14 newsletters, ~35k subscribers

- Platform: multilingual HCP payroll, own plugins (token access, translator, magic-link SSO), a 30,211-title production migration, performance, security, bot protection against AI-training scrapers.
- Data: HCP database and enrichment pipelines, consent and deliverability reconciliation across WordPress, Mailchimp and the CRM, pharma hash-matching, a two-year Mailchimp analytics inventory.
- Automation: Zapier and Airtable layer to the Bexio ERP and Mailchimp; finance intake with vision LLMs (941 card transactions, ~450 receipts) and a reconciliation matcher used at year-end close; a scheduled browser-automation and campaign-reporting platform on Railway.
- Infrastructure and vendors: Railway services, DNS and email authentication across 13 domains, the Workspace migration, incident response; two agencies steered to delivery; executive briefings, decision logs, the 2026 CME webinar programme proposal.
- Results: ~15k CHF/yr recurring savings; load time from about 26 s to about 4 s; 2.8M active users worldwide and 2.2M organic-search sessions since Jan 2024 per Google Analytics, daily users about five times higher than at the start.

EXPERIENCE, CONTINUED

Team Leader IT

02.2023 – 12.2023

healthbook.org (H+O communications Ltd.), Zürich — independent Swiss open-access medical publisher and CME provider

- Oversaw IT projects and budgets for clients and the company; developed digital strategies; coordinated external programmers on the healthbook.ch platform.
- Ran live and on-demand CME webinars and congress video production; introduced ERP and CRM systems; led a team of three plus an external IT provider; owned data security.

Web Specialist, Multimedia Producer (UX/UI, web)

07.2020 – 01.2023

healthbook.org (H+O communications Ltd.), Zürich

- Advised external vendors on the company websites; wrote specifications for the external development studio; delivered sponsored reports, interviews, events and webinars via e-newsletters; webinar streaming, congress video post-production, hybrid-event support.

UX Designer

10.2015 – 06.2020

Bookio (Creative Web s. r. o.), Bratislava — one of Slovakia's two most widely used reservation systems

- UX and visual design through the product's pivot from a restaurant discount portal to a multi-segment SaaS for restaurants, services and accommodation; over 20 million reservations processed according to internal figures.

UX Designer, Butterfly Effect product programme

01.2018 – 06.2018

LEAF, HubHub, Pixel Federation and Sygic, Bratislava

- UX/UI on Melberry, a five-person team's real-time open-data parking app for Melbourne, shipped to Google Play in June 2018; written references from Sygic's Head of Design and the programme lead.

Editor

10.2013 – 03.2014

MojAndroid.sk — Slovakia's most-read Android portal

PERSONAL PROJECTS

Zenarion zenarion.ch · 2026 –

Designed, built and operate a live four-language directory and booking SaaS for Swiss Thai-massage salons: Next.js 16, Prisma, PostgreSQL, Railway, Cloudflare; double-booking-safe engine, encrypted messaging, nightly off-provider backups, an MCP endpoint for AI agents. 50–60 unique daily users three months after launch; self-funded, non-competing.

volbydoparlamentu.sk 2019 – 2020

Concept, user research, UX/UI and front end of the Slovak election calculator; 522,254 completions in under a month, national press coverage.

SKILLS

Automation and integration

- Zapier
- Airtable scripting
- Mailchimp API
- WordPress REST / JWT / WPML
- Bexio API
- Twilio
- OpenAI
- DeepL
- loop-safe syncs, idempotent upserts, API budgets

Engineering

- Python
- Flask
- pandas
- Playwright
- TypeScript / Node
- Next.js
- React
- Prisma
- PHP / WordPress
- Flutter, SwiftUI (maintenance)
- PostgreSQL
- SQLite

Cloud, ops and security

- Railway
- Cloudflare
- GitHub Actions
- DNS, SPF/DKIM/DMARC
- Google Workspace, GAM
- Microsoft 365, Exchange, Graph
- AWS Route 53
- passwordless auth, JWT/HMAC sessions
- PII encryption
- revFADP / GDPR

Data

- entity resolution at 300k rows
- GLN / HealthReg enrichment
- LLM extraction with structured outputs

Product and design

- 10 years of UX
- Sketch, Adobe XD, InVision, Framer X
- user research, prototyping
- QA/UX audits
- vendor management
- executive briefings, decision logs

AI-assisted engineering

- Claude Code
- written specs
- parity tests
- permission scoping
- every change reviewed before it ships

Dossier on request

Arbeitszeugnisse, diplomas, references from Sygic and Butterfly Effect, one-page case studies (data platform, Workspace migration and SSO, Zenarion).