

DANIEL STAROSTA

954 560 0959 starostad@gmail.com www.danielstarosta.com

EMPLOYMENT

Protechos Puerto Rico
June 2021 - August 2021
Research Fellow
\\ Investigation around the sociology of preparedness in regards to hurricane preparedness and needed products, services, and programs

Yelp
December 2019 - August 2020
UX Writing & Content Lead
\\ Led content strategy across all levels of consumer product design
\\ Implemented human-centered design approach to comms

Google
June 2019 - November 2019
UX Writer & Researcher
\\ Content strategy + QA for Pixel interface & mapping applications
\\ End-to-end research and development for "next billion users" tools

Freelance Creative Lead
UX Writer + Copywriter
2016 - 2018
Airbnb \ World Health Organization \ AKQA \ The Many
Magnetic Collaborative \ Purpose Agency \ Remezcla \ SeamlessGov
Rokkan \ We Are Plus \ Momentum Worldwide \ Venables Bell

TeraBatt Energy
2006-2014
Co-Founder / Marketing & Operations
\\ Helped launch a green energy startup focused on emergency power access after natural disasters
\\ Developed and tested initial UX framework for evolving product

PRO BONO

Solar Head of State
Feb 2018 - February 2019
Content Strategy
\\ Managing digital content and campaign strategy for solar access, awareness, and education in Caribbean island communities

All Hands Disaster Relief
March - May 2018
Property Assessment + Community Manager
\\ Led assessment and repair teams in southeastern Puerto Rico (majority still without power) to analyze and optimize needed community services in response to Hurricane Maria

EDUCATION

UC Berkeley MDP
Master of Development Practice
2020 - 2022
Focus on equitable natural disaster resilience
INFEWS-ER Disaster Relief & Resilience research cohort
Collaborative fire mapping research with UC Merced
Certificate in Geographic Information Science & Technology

Washington University in St. Louis
2009 - 2013
Global Marketing & Anthropology/Writing (Majors/Minor)
Editor-in-Chief OneWorld magazine
Universidad Complutense de Madrid, 2011

Kivunim: New Directions
2008 - 2009
International Gap-Year Program
Hebrew, Arabic, Middle Eastern Studies, International Studies
Based in Jerusalem, Israel; research and travel to 10 other countries

PROOF

Useful Parlor Tricks
Shorty Award Winner, Webby Award Finalist
National Hispanic Recognition Scholar
Woodworker, metalworker, and furniture designer
Dual Mexican/American citizenship

Emily Fife (323) 697-4664
Edward Senf (917) 353-9506