

Daniel James

Developer, writer, product manager

danielcolinjames@gmail.com

647-891-5916

Vancouver

Experience

Product Manager

Covalent | SEP 2018 — DEC 2018

- Oversaw production of industry reports about the impact of blockchains and decentralization on different sectors (eg. advertising, supply chain, etc.)
- Pivoted product strategy from paid digital document to free comprehensive web page with premium version

Content Strategist & Researcher

BiblioCommons | MAY 2017 — AUG 2017

- Spearheaded and led creation of a digital handbook welcoming new employees; new employees and HR said it was very effective and helpful
- Worked closely with CEO on designing presentation slides for investors, community members, conferences
- Conducted deep research for various writing projects

Digital Advertising Specialist

Move Your Metal | MAY 2015 – SEP 2016

- Developed a Slack bot to streamline recordkeeping
- Managed budgets, CPC amounts, and allocation across hundreds of ad campaigns for dozens of clients
- Designed custom graphics for display ad campaigns
- Wrote, edited, and A/B tested ad copy for search ads
- Created, managed, and optimized email campaigns

Research Assistant

MECI Workshop | JUNE 2016

- Facilitated event and taught participants about tools
- Hacked LED jackets to pulse with a wearer's heartbeat

Video Editor

Lassonde School of Engineering | MAY 2014 – FEB 2015

- Edited over 100 hours worth of video lectures

Lab Monitor

Art & Technology Learning Lab | SEP – APR, 2013 – 2015

- Helped students with software and hardware problems

danielcolinjames.com



/danielcolinjames



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/in/danielcolinjames

Education

Master of Digital Media | JUN 2019

Centre for Digital Media — UBC

BA, Digital Media Development | JUN 2017

Lassonde School of Engineering – York University

Skills

Front-end development (app & web) | 2 years

- HTML/CSS/JavaScript, React, React Native

Other development (VR, hardware, art) | 2 years

- C# (and Unity), Arduino, MaxMSP, Processing

Writing (UX, copy, content) | 2 years

- Content strategy, research, writing, editing

Product management | 8 months

- Led team to build cryptocurrency web app
- Managed blockchain research report production

Projects

Abacus | MAY — AUG 2018

Cryptocurrency Portfolio Tracking App

- Led product strategy, defined features
- Developed front-end of web app with React

Mesh | JAN — MAR 2018

Mobile app and live data visualization

- Developed front-end of app with React Native
- Deployed app at 3,000+ person conference

How Google Collapsed | MAY 2017

Medium article on HackerNoon

- 600,000+ views and cited in Life After Google

LUXX | JAN — MAR 2016

10-player, technology-enhanced, light-up tag

- Designed and developed a wireless network protocol, hardware-level functionality (RFID, LED, WiFi, power), and game logic