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Emaun Hyde

EXPERIENCE

2022 - Present   **Software Engineer, Mobot YC W19**   *Remote, USA*

- Active contributor to Clojure, Python, and ClojureScript codebases averaging 100 commits monthly.
- Integrated Clojure backend with Google Vision API to dynamically analyze images, identify on-screen text, and convert identified into actionable coordinates—replacing over 40% of traditional, hardcoded test actions.
- Overhauled an outdated research paper's proof-of-concept repository, refactoring the codebase and integrating AI to enhance image analysis capabilities for user interface element detection in mobile application testing.
- Bridged communication between stakeholders and the engineering team by assuming the role of design engineer—producing mock-ups, gathering cross-functional feedback, and iterating designs to drive alignment and accelerate implementation.
- Led a comprehensive UI overhaul of internal web platform, rebranding and reorganizing a data-intensive interface to enhance usability and information clarity, resulting in high customer satisfaction.
- Implemented a formal design system using Sass and Bulma, streamlining development processes and ensuring design consistency across new features.

2021 - 2022   **Software Engineer, Parade YC S20**   *Remote, USA*

- Spearheaded multi-channel marketing initiatives using the Demand Curve growth program, driving a 300% increase in top-of-funnel user acquisition and expansion of user base.
- Collaborated on integrations with external platforms (e.g., Figma, Google Slides, email service providers) to algorithmically generate branded digital assets from AI-driven design systems.
- Maintained and enhanced frontend codebase, iterating on customer-facing features that accelerated product development and supported pursuit of product-market fit.
- Contributed to product and market analysis, gathering user feedback from customer interviews, and translating insights into features for development.

2016 - 2020   **Self Employed, Cobalt Creative**   *Belize City, Belize*

- Founded and led a full-service creative studio delivering integrated video, photography, social media, and design solutions for local businesses and organizations.
- Published two issues of INVEST Belize—BELTRAIDE's internationally distributed trade and investment magazine—managing design and domestic ad sales.
- Secured design contracts with the Belize Ministry of Foreign Affairs, UNICEF, and OCEANA, producing collateral for in-house and external use.

2014 - 2016   **Managing Editor, McNab Visual Studio**   *Belize City, Belize*

- Led production of six magazines, including managing content development, nationwide ad sales, and integrated marketing (social media, digital promotions, TV).
- Expanded magazine distribution to over 20,000 copies per issue, achieving robust local and international reach.
- Developed digital assets (brand websites and a custom advertiser app) to enhance user engagement and increase ad value.
- Elevated editorial quality by developing content through writing, photography, and curation, enhancing reader engagement and advertiser appeal.

2013 - 2018   **Newsroom Intern + Anchor, 7 News Belize**   *Belize City, Belize*

- Produced hundreds of news stories by researching, writing, interviewing, and editing video segments, effectively balancing on-the-ground reporting with studio post-production.
- Delivered digital assets—including TV graphics, promotional materials, and dynamic data visualizations—for high-stakes events such as national elections, sports events, and international intergovernmental meetings.
- Served as anchor on nightly national newscasts for one of Belize's premier television stations, delivering accurate and engaging news to a nationwide audience.

2013   **ESL Teacher, Ven-Usa**   *Mérida, Venezuela*

- Taught four concurrent ESL classes of approximately 20 students each, spanning ages 12 to 45 and a range of proficiency levels.
- Developed and customized instructional materials for one-hour sessions tailored to each course's English speaking capabilities.

2012 - 2013   **Creative Assistant, Idealab Studios**   *Belize City, Belize*

- Developed advertising scripts and coordinated local talent recruitment for TV and radio campaigns.
- Provided comprehensive production support during photoshoots and commercial tapings, streamlining operations and contributing to the timely delivery of high-quality content.

MEDIA   **Campaigner, "Ban the Nets" Oceana Campaign**

- Contributed to Oceana Belize's advocacy campaign that successfully secured a national ban on environmentally destructive gilnet fishing practices.

EDUCATION   **2019 - 2020**   **Arizona State University**

GPA: 4.0 | Credits: 30.25 | Dean's List

CERTIFICATIONS   **2024 - Current**   **UX/UI Design, Designlab**

UX/UI Designer Certification representing over 480 hours of coursework utilizing human-centered design methods.

2020 - 2021   **Software Engineering, General Assembly**

Full-stack software engineering immersive in an intensive, twelve-week, 450+ hour program focused on product development fundamentals, object-oriented programming, MVC frameworks, data modeling, and team collaboration strategies.