Luke Cassady-Dorion | Developer Advocate

[Email](#) ▪ [Github](#) ▪ [Twitter](#) ▪ [Portfolio](#) ▪ **Ko Samui, Thailand (UTC+7)**

I love the challenge of breaking down complex, evolving technologies so developers can quickly grok them and start shipping.

I work across content creation, education, and developer experience to help teams reach new builders and support them from first touch to production. I'm comfortable on camera, on stage, and working 1:1 with developers. I speak English, Thai, and Spanish at a B1 level.

Before this, I worked in software engineering, media production, and long-form content, including directing an award-winning documentary film and growing a YouTube channel to 650K subscribers.

Key Achievements

- Produced technical videos at Celestia that **[consistently reached 50K+ views](#)** and supported global ecosystem growth.
- Led **[university and event talks across Asia](#)**, delivering sessions in English and Thai to hundreds of builders.
- Helped run a major hackathon that resulted in **3 teams securing seed funding**.
- Built an [online education program at Celestia](#) that **onboarded 800 developers** in one month.
- Owned all **developer documentation at Irys** and **built an open-source UI library adopted across the community**.
- Grew the **Irys YouTube channel to 33K** subscribers through clear, focused technical content.

Technical Skills

- **Content Production:** Adobe Premiere (15 years), Adobe After Effects (4 years), Production and lighting design for video (15 years)
- **Programming Languages:** JavaScript / TypeScript (5 years), Solidity (1 year)
- **Frameworks / Libraries:** React (4 years), Next.JS (4 years)

Experience

Celestia Labs | Developer Advocate | November 2024 – November 2025

- Produced video content [breaking down complex concepts like Data Availability Sampling (DAS)](#) with close to 60K views.
- Led a university speaking tour across Thailand, [delivering presentations in Thai and English to over 300 young builders](#).
- Helped build the [Mammothon hackathon](#), attracting over 2,000 builders; delivered talks in Bangkok, Saigon, Tokyo, and Seoul; coached teams on creating effective submission videos; and produced a video series spotlighting winners, resulting in 11 winning teams and 3 teams securing seed funding.
- Developed [Camp Mamo](#), a comprehensive online training series taking developers from 0 to 1 on all things Celestia; attracted 800 builders to join.
- Coordinated with validator partners to translate video content, leading to significant developer growth from Turkish and Ukrainian developers.

Irys | Developer Relations | November 2022 – October 2024
- Owned [all developer documentation](#).
- Created [videos for X and YouTube](#) to explain our protocol to a broad audience.
- Established and grew our [YouTube channel to 33K subscribers](#).
- Built an [open-source UI library](#) to help developers kickstart their projects.
- Designed a gamified developer education experience, leading to over 40K [developers completing challenges and minting NFTs](#) as proof of their accomplishments.
- Collaborated with business development and marketing teams to enhance developer outreach.
- Worked 1:1 to support our developers.

A Single Production Company | Co-Founder | 2010 – 2020
- Directed the award-winning feature-length documentary film "[The Cheer Ambassadors](#)".
- Produced TV series, corporate videos, and viral YouTube content.
- Managed a full-time staff of 5, and teams of 20+ contractors on shoots.

AbsoluteYou | Senior Yoga and Pilates Instructor | 2004 – 2023
- Helped grow a boutique fitness studio from 3 to 10 studios and grew our teaching staff from 10 to 100.
- Launched a new social media team that led to 200% growth in Instagram and Facebook subscribers.

Medem | Co-Founder & CTO | 1999 – 2003
- Built a HIPAA-compliant secure messaging system connecting physicians and patients.
- Managed a team of 10+ developers.

WebMD | Senior Software Engineer | 1997 – 1998
- Designed and built a data integration system to merge backend data reporting systems.
- Created a cross-platform Java client that displayed and analyzed data from multiple sources.

Education
- **Ramkhamhaeng University, BA Thai Language Studies, 2007-2012**
  As a personal project, I returned to university to study Thai literature and language origins. After 4.5 years, I became the only Westerner to ever graduate from the university's strenuous program.

- **Drexel University, Computer Science, 1995-1997**
  After two years, I dropped out to move to San Francisco and help start a healthcare technology company.

Publications
- Yogi Boy: How I Learned To Breathe – 2011
  Author (Thai language book)

- Java Distributed Objects – 1998
  Co-author and primary editor

- Industrial Strength Java – 1997
  Co-author and primary editor