

Daniel Colin James



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Education

- B.A., Specialized Honours Digital Media (Digital Media Development), Lassonde School of Engineering, York University — Spring 2017
- Accepted to the Master of Digital Media program at the Centre for Digital Media, starting in Fall 2017

Work experience

- March 2017 ○ **Freelance Web Developer — WishBox.gift**
 - Developed two complete web pages from a Photoshop file with all appropriate fonts, styles, and functionality
- June 2016 ○ **Research Assistant — Movement and Emotion as Computational Interfaces**
 - Helped conduct a workshop about the convergence between performance, computational media art, and bioengineering
 - Helped workshop participants understand and work with the technologies and equipment being explored
- May 2016 ○ **Hatch Coach — Hatch Canada**
 - Led students aged 7-17 as they worked through hundreds of mini-projects using JavaScript and Processing
 - Taught students at several schools the fundamentals of programming and helped them develop good problem-solving skills
- May 2015 ○ **Digital Media Specialist — Move Your Metal**
 - Developed a custom Slack bot to automatically append account changes written in Slack to the appropriate Google Doc
 - Managed hundreds of marketing campaigns (collectively worth over \$100K/mo) on Facebook and Google's advertising networks
 - Created, edited, and optimized ad copy, keywords, budgets, target locations, and graphical advertising content
 - Analyzed traffic, conversions, and user behaviour through Google Analytics to A/B test and optimize ad performance
 - Set up email marketing campaigns to improve dealer ratings on Google Reviews and across various review sites
- May 2014 ○ **Video Editor — Lassonde School of Engineering - York University**
 - Edited more than 100 hours of videotaped Earth and Space Science Engineering lectures for use in online courses
- Feb. 2015 ○ **Lab Monitor — Art & Technology Learning Lab - York University**
 - Supervised the lab and its adjoining studio space in technical, security, and organizational capacities
 - Assisted students with various software and hardware problems and provided project-specific mentoring when appropriate
- Sep. - Apr. (2013 - 2015) ○ **Lab Monitor — Art & Technology Learning Lab - York University**
 - Supervised the lab and its adjoining studio space in technical, security, and organizational capacities
 - Assisted students with various software and hardware problems and provided project-specific mentoring when appropriate
- Jun. 2013 ○ **Retail Manager's Assistant — Urban Nature Store**
 - Provided excellent customer service, and helped out with merchandising tasks such as: unpacking and managing product deliveries, taking inventory, and deciding what needed restocking
- Aug. 2013 ○ **Retail Manager's Assistant — Urban Nature Store**
 - Provided excellent customer service, and helped out with merchandising tasks such as: unpacking and managing product deliveries, taking inventory, and deciding what needed restocking
- Nov. 2012 ○ **Salesperson (Multimedia Specialist) — Best Buy Canada**
 - Provided excellent customer service and was praised by customers and fellow employees for my work ethic and attitude
- Jan. 2013 ○ **Salesperson (Multimedia Specialist) — Best Buy Canada**
 - Provided excellent customer service and was praised by customers and fellow employees for my work ethic and attitude

Main languages and tools

- C
- Bash
- JavaScript
- HTML/CSS
- C#
- Unity
- Java
- Android Studio
- Adobe Photoshop
- Adobe After Effects
- Arduino
- Max/MSP
- Google Analytics
- Google AdWords
- Facebook Business Manager
- ActiveCampaign

Projects

- Spring 2017 ○ **This is how Google will collapse — Medium article**
- Published in Startup Grind, a Medium publication with an audience of 250,000 +
 - Reached an audience of over 55,000 people in its first few days
 - Maintained a top 10 position in the “most popular” list on Medium for several consecutive days
- Winter 2017 ○ **Neon Blitz — 2D competitive platformer PC game**
- Developed all UI elements from scratch: menu, text, buttons, alerts, scoreboard, etc.
 - Developed all game logic to keep track of goal scoring, current scores, and game status
- Sep. 2016
Mar. 2017 ○ **Terminal — Virtual reality puzzle game**
- Developed the virtual reality component of the game
 - Developed the controls for the game as well as the interactive components of the game
 - Designed several puzzles for the game and developed the necessary logic to make them work
 - Developed a basic analysis system that would discreetly record every player’s puzzle solve times
- Summer 2016 ○ **Enlivenment — Sound sculpture project**
- Developed Arduino code to wirelessly transmit the sound component of a Master of Visual Arts student’s thesis project
- Winter 2016 ○ **LUXX — Wireless, wearable technology LED tag game with 10 suits powered by Arduino**
- Designed and developed a wireless communication protocol between every suit and the central computer
 - Developed code to make the NeoPixel LEDs on each suit pulse with colour
 - Prototyped different hardware components and performed tests to determine the optimal hardware
 - Designed and developed game logic and rules
 - Created 4 unique versions of the game rules and fully developed each one as a playable game mode
 - Designed and developed an interface to show the state of each suit and trigger theatre audio and lighting effects on each tag event
 - Wrote detailed technical documentation for every step of the project
- Summer 2016 ○ **Auto Changelog Bot — Custom Slack bot**
- Developed a custom Slack bot in JavaScript that could record updates to each client’s advertising account from a Slack message
 - Used the Slack API to poll a Slack channel for a keyword and then send information in JSON format to the Google Apps Script
 - Used the Google Apps Script API to append the changes to a Google Doc, or create a new one if one didn’t exist for that account
- Fall 2014 ○ **T.H.O.R. — Twitter Hashtag-Operated Robot**
- Programmed different reactions for the robot using a combination of movement and LEDs
 - Developed basic sentiment analysis and mapping in Max so that the robot would respond to tweets appropriately
 - Worked with the Twitter API to pull data from Twitter and trigger the appropriate Arduino code that controlled the robot
- Summer 2011 ○ **Fire Escape — Official music video**
- Shot and edited a stop-motion animation to serve as the official music video for the song Fire Escape on Sounds Under Radio’s 2011 album at the request of the band’s manager

References

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