

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
- Master of Digital Media, Centre for Digital Media — Graduating summer 2019

Work experience

- May 2017 - Aug. 2017 **Intern — Content Strategy and Research — BiblioCommons**
 - Created content for internal and external documents and presentations
 - Provided source material for writing projects through detailed research
 - Initiated a project to improve company on-boarding practices and collaborated with other teams to develop content for new employees and compile a Welcome Package in Adobe InDesign
- 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 - Sep. 2016 **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 - Feb. 2015 **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
- 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 - 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 - 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#
- Unity
- Java
- Android Studio
- C
- Bash
- JavaScript
- HTML/CSS
- 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 2 Medium publications; first in Startup Grind with 250,000+ readers, and then in Hacker Noon with 170,000+
 - Reached 55,000+ people in its first few days, and after 6 months had reached 200,000+ people
 - Maintained a top 10 position in the “most popular” list on Medium for several consecutive days
 - Selected by Medium editors to have a voice actor record an audio version of the article
- 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 ○ **Terminal — Virtual reality puzzle game**
- Mar. 2017
- 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

David Han
Professor and boss
York University

Michael Longford
Professor
York University

Anna Snyder
Project collaborator