May, 2025

James D. **Schwartz**

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Cover Letter

To Whom It May Concern:

Born and raised in an Amish community with only an 8th-grade education, I became the first in my extended family to attend university. I graduated with Highest Distinction from Purdue University as a *Top 50 Student,* earning degrees in Electrical Engineering and Information Technology. From 2020–2025 I lived in London, United Kingdom, where I obtained an MSc in Psychology with Distinction from the University of Westminster.

In 2019, I launched *Puzld*, my Xamarin mobile app, which was installed in 64 countries with zero crashes. Professionally, I've built a proprietary Windows CRM app in half the expected project time, and maintained enterprise-grade applications for fintech and telecom corporations—delivering clean, scalable code with a strong end-user focus. I've also consulted for small businesses, building websites and managing over $1M in ad spend, boosting client ROI by 12x.

I've lived on four continents and studied in five countries. A member of The Magic Circle in London, I've performed as a magician around the world—refining my creative thinking, problem-solving, public speaking skills, and ability to connect with diverse audiences.

Physics professor:

> *"[James] showed his mathematical reasoning ability on a test question which required careful thought, and which he was the only person out of the seventy students I had that semester to answer correctly, seeing its depth and subtlety and answering with mathematical sophistication, taking a symbolic solution farther than I've seen any student take it in two semesters of using the question."*
>
> –Salam Mikhail, PhD

I'm actively considering remote or LA-based roles that take advantage of my:

- 20+ years of hands-on technical experience
- Exceptional analytical skill and attention to detail (see above)
- Public speaking skills (e.g., magic, singing to a crowd of 20k+)
- Master's-level knowledge of Human-Computer Interaction (HCI) and human psychology

My professional achievements, interdisciplinary academics, and unique personal experiences have equipped me with a rare and remarkable blend of hard and soft skills. I bring a farm-raised work ethic, with resilience, adaptability, and deep appreciation for diverse viewpoints.

I'd love to contribute my technical knack, global perspectives, and creative problem-solving skills to maximize impact on my next team.

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EDUCATION

University of Westminster London, UK (2022)
- **Master of Science**, Psychology, Distinction; Online word puzzle experiment measuring creative insight.

Purdue University Fort Wayne, IN (Class of 2016 *Top 50 Student Award*)
- **Bachelor of Science**, Information Technology, Highest Distinction
- **Associate of Science,** Electrical Engineering Technology, Highest Distinction

Universities of Bern, Fribourg, and Neuchâtel, Switzerland (2016) *Swiss Joint Master of Science Computer Science program*

Queensland University of Technology | Brisbane, Australia (2014) *Information Technology program*, Distinction

PROFESSIONAL SWE EXPERIENCE

Founder of Puzld, LLC. | Puzld.com (2016/Present)
- Game allows users to turn photos into sliding puzzles. Installed in 64 countries with zero crashes.
- Xamarin, C#, .NET; Azure Cloud Services, Google Firebase.
- Overcame parity invariant algorithm challenge to resolve unsolvable puzzle generation issue.
- Microsoft amended their C#/.NET online documentation, based on a discrepancy I identified and reported.
- Automated app icon generation with a custom script, reducing time by 95%.

Full-Stack C# .NET Xamarin Native Developer | Charter Communications | Denver, Colorado (2019)
- Improved user engagement and conversion rates by resolving 25+ logic, UX, UI issues, and incorporated tracking system for user analytics. Ran unit tests for enterprise telecommunications account management app.
- Integrated native iOS & Android accessibility features for hearing- and vision-impaired users.

Full-Stack C# .NET Mobile and Web Developer | Ash Brokerage | Fort Wayne, IN (2016–2018)
- Produced Windows UWP tablet version of CRM app for fintech client database in 50% of expected project time.
- Managed annuities app. Collaborated with internal teams and external users to understand requirements, add features, fix bugs, test and publish scalable, enterprise financial services app updates to Apple App Store.

OTHER PROFESSIONAL EXPERIENCE

Web Designer, Digital Marketing Manager, Online Advertising Specialist | Freelance (2006/Present)
- Build and maintain websites, oversee SEO, SEM, implement Google Tags, Google Analytics, Google Ad campaigns.
- Responsible for $1M+ in ad budget. Performance analysis and optimization, improving client ROI by 12x.

IT Support Specialist | LightningNet, LLC | Auburn, Indiana, U.S.A. (2004–2012)
- Managed service calls of 900-square-mile region, supporting 300+ clients.
- Created IT solutions including computer design, email services, high-speed wireless internet installations, and network maintenance.

Sales and Design Consultant | Cabinets by Graber | Grabill, IN, U.S.A. (2006–2008)
- Guided customers from bespoke concepts, through design, installation, and support, generating $1.2M in sales.
- Discovered discrepancy in company sales commission calculation system.
- Pioneered a digital library of 3D objects for enhanced customer visualization using AutoCAD & ALPHACAM

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CERTIFICATIONS

- **Proficiency in C#** | Pluralsight (Oct, 2024)
  - Xamarin, .NET MAUI, Cross-platform applications

- **Data Analytics** | Google (Aug, 2024)
  - SQL, R

SOFTWARE/PLATFORMS

- C#, .NET, Xamarin (.NET MAUI)
- ASP.NET, RESTful web APIs
- JavaScript, HTML, Razor

- MVC, MVVM, XAML, Reactive UI
- iOS, Android, Windows, MacOS
- Swift, Python

- SPSS, SQL, Tableau
- LINQ, Lambda expressions
- DataTables.net

- Git, GitLab, Sourcetree
- Jira, Zeplin
- Agile, Scrum
- Visual Studio, Android Studio

- Google Analytics, Google Ads, Google Tag Manager

- Microsoft Azure Cloud & App Services
- Google Firebase

AWARDS

- **Purdue University Top 50 Student Award**, Class of 2016
- **U.S. Department of State** Benjamin A. Gilman International Education Scholarship
- **General Motors** Foundation's Buick Achiever's Award
- **PNC Bank** Somerville Scholarship
- Association for Non-Traditional Students in Higher Education Scholarship
- **Indiana Space Grant** Consortium Scholarship
- Auer Music Scholarship
- Amish Descendant Scholarship Fund

VOLUNTEER EXPERIENCE

- Life After Hummus, Community Benefit Society (London, 2021)
- FIRST LEGO Robotics Competition (Purdue, Fort Wayne, 2015)
- National Cheng Kung University City Tour (Chicago, 2015)
- Urban Neighborhood Volunteer (Brisbane, Australia, 2014)
- Forgotten Children Clothing Bank (Indiana, 2014)
- Beijing Child Adoption Agency (China, 2013)
- Teaching English to Speakers of Other Languages (Pennsylvania, 2011)
- Habitat for Humanity, Natural Disaster Relief (Indonesia, 2010)