

James D. Schwartz

August, 2024

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London, NW3

Cover Letter

Dear Hiring Manager,

As a first-generation college student from an Old Order Amish community, I entered Purdue University as the first person in my extended family to attend college, graduating Summa cum laude with degrees in Electrical Engineering Technology and Information Technology.

Following graduation, I pursued a career as a software developer, and published my mobile app, Puzld, in 2019. I received employment offers from several industry-leading global tech corporations, including Fortune 50 companies. However, my family and I faced a series of significant and unfortunate challenges during the COVID-19 pandemic, which resulted in a hiatus from my career in tech. During this time, I pursued an adjacent interest in Psychology, focusing on how I could augment my technological aperture to better understand end users. As a result, I completed a Masters in Psychology from the University of Westminster in London, where I currently live.

My personal interests, hobbies, and passions have taken me to six continents, having lived on four. I've studied in five countries, and traveled to more than 40. I'm also a magician, a proud member of The Magic Circle headquartered in London.

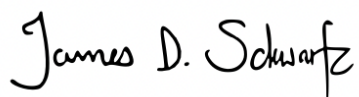
Although I've had a non-traditional path, I'm proud of my resilience, self-motivation, commitment to personal growth, and adaptability which have prepared me for today's dynamic, diverse, technological environments.

I am actively considering roles that take advantage of my:

- Strengths in analyzing and synthesizing data
- Presenting (public speaking) to non-technical audiences
- Extensive technical, and creative problem-solving skills
- Interdisciplinary academic and professional experience
- Masters-level knowledge of human psychology

I believe my (i) professional achievements, (ii) degrees in Electrical Engineering Technology, Information Technology, and Psychology; and (iii) unique personal experience have given me the ability to collaborate with cross-functional teams and people of many different backgrounds. I look forward to contributing my technical skills, human-centered insights, and culturally-rich global perspectives to maximizing impact with my next team.

Thank you for your time and consideration,



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CERTIFICATIONS

- **Data Analytics** | Google (Aug, 2024)
 - Excel, SQL, Tableau, R
- **Proficiency in C#** | Pluralsight (2018)
 - Xamarin, .NET

PROFESSIONAL EXPERIENCE

Digital Marketing Manager, Online Advertising Specialist (2007 / Present)

- Build and manage websites, SEO, SEM, Google Tags, Google Analytics, Google Ad campaigns. Performance analysis, visualization, and optimization. Report and communicate strategic insights with stakeholders.

Independent Mobile App Developer | Puzld iOS app, Puzld.com (2016 – 2020)

- Xamarin, C#, .NET mobile app. Installed in 64 countries with zero crashes. Game that allows users to turn their photos into sliding puzzles. Solved unsolvable puzzle issue, bypassing parity invariant algorithm.

App Developer | Spectrum Mobile, Charter Communications | Denver, Colorado, U.S.A. (2019)

- Telecommunications account management app. Resolved logic, UX, and UI bugs; incorporated tracking system for user analytics. Integrated iOS & Android accessibility features for hearing- and vision-impaired.

Junior Developer | Ash Brokerage, Financial Services | Fort Wayne, IN, U.S.A. (2016 – 2018)

- Collaborated with internal teams and external users to understand requirements, add features, fix bugs, and publish updates to Apple App Store; Managed annuities app, back-end and user interface.
- Produced Windows UWP tablet version of CRM app for fintech client database in 50% of expected project time.

Sales and Design Consultant | Cabinets by Graber | Grabill, IN, U.S.A. (2006 – 2008)

- Guided customers from concept, through design, to installation. Generated \$1.2M in sales.
- Pioneered a digital library of 3D objects for better customer visualization using AutoCAD & ALPHACAM

IT Support Specialist | LightningNet LLC | Auburn, Indiana, U.S.A. (2004 – 2012)

- Managed service calls of 900-square mile region of 300+ clients. Created IT solutions including computer design, email services, high-speed wireless internet installations, and network maintenance.

EDUCATION

University of Westminster | London, U.K. (2021 – 2022)

Master of Science, Psychology, Distinction. Dissertation: Online word puzzle (CRAT) experiment measuring creative insight in problem solving, the cognitive phenomenon known as “the Aha! Moment.”

Purdue University | Fort Wayne, Indiana, U.S. (2012 – 2016)

Bachelor of Science, Information Technology, Highest Distinction

Associate of Science, Electrical Engineering Technology, Highest Distinction

Recipient of Purdue University’s *Top 50 Student Award*

Universities of Bern, Fribourg, and Neuchâtel, Switzerland (2015 – 2016)

Swiss Joint Master of Science in Computer Science semester abroad program, Distinction

Queensland University of Technology | Brisbane, Australia (2014)

Information Technology, Purdue exchange, Distinction

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SOFTWARE/PLATFORM EXPERIENCE (2014 – 2024)

- SPSS
- SQL, SQL Server
- Jira, Zeplin
- Git, GitLab, Sourcetree
- Agile, DevOps, Scrum
- LINQ, Lambda
- DataTables.net
- XAML, HTML5, Bootstrap, Razor
- JavaScript, jQuery, AJAX, JSON
- iOS, Android
- Xamarin.Forms, Xamarin Native
- Swift, C#, .NET, Python, R
- MVC, MVVM, Reactive UI
- Visual Studio, Android Studio
- Google Firebase
- Microsoft Azure Cloud & App Services
- Google Ads, Google Tag Manager, Google Analytics

AWARDS

- 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)