

JOSHUA JONES

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SKILLS

Product & Design: 0 to 1 product development, MVP scoping, wireframing, prototyping, high-fidelity design, user flows, Figma, usability testing

AI-Assisted Development: Claude Code, Codex, Cursor, Antigravity, Claude API, MCP servers, AI pair programming, rapid prototyping

Engineering: TypeScript, JavaScript, Python, C, C#, SQL, React, Next.js, Node.js, Tailwind CSS, Supabase, PostgreSQL, AWS, GCP, Vercel, Stripe webhooks, REST APIs

Growth & Analytics: Google Ads, Meta Ads Manager, X Ads, go-to-market strategy, KPI dashboards, Power BI, MicroStrategy

PROFESSIONAL EXPERIENCE

Marketing Lead

PL4Y Digital

Apr 2026 – Present
London, UK (Remote)

- Grew client game titles to 50K+ Steam wishlists and 10M+ social media impressions in 2 months, an estimated \$2M+ in potential launch revenue, by running 9 concurrent campaigns and iterating weekly on what tested well.
- Grew active clients from 3 to 10 in one month through direct outreach and discovery calls with indie studios, translating launch goals into channel strategy and reporting.

Growth & Product Lead

Rivals Gaming

Jan 2025 – Apr 2026
London, UK

- Owned product end to end across a Next.js web app, backend services, and a Discord bot, from user research and wireframes through UI/UX specs, launch, and post-launch iteration.
- Took the tournament platform from concept to a live product used by 10+ gaming and E-sports communities across SEA, LATAM, and EU, closing and onboarding each through direct outreach.
- Grew our social accounts to over 1M impressions in 3 months with zero ad spend; won Princeton TigerLaunch UK 2025 and Kickstart Global's Founders Under 24 Summit at Google HQ London.

Software Engineer

Great Circle Solar

Aug 2025 – Dec 2025
Toronto, ON

- Designed and shipped a full-stack issue-tracking tool (Next.js, AWS Amplify, RDS/PostgreSQL) from blank page to production, replacing a shared spreadsheet with real-time collaborative issue resolution.
- Automated IESO operational workflows with C# web scraping and scheduled scripts, cutting a multi-step manual process to a single click and saving 10+ hours weekly.

Freelance Software Engineer

TheRunRec

May 2025 – Nov 2025
Kitchener-Waterloo, ON

- Partnered directly with a non-technical client to scope, design, and ship a booking platform and admin dashboard (Next.js, Supabase, Stripe, SendGrid, Vercel), replacing manual booking with self-serve reservations.
- Architected a modular multi-location backend with Stripe split-payment webhooks and automated email flows; the system now supports the client's US franchise expansion, with staff adding locations and events without developer involvement.

Co-Founder

UNIDENT

Jan 2023 – Aug 2025
Ontario, Canada

- Took a student-focused dental booking platform from idea to first paying client, designing and building the student portal, clinic onboarding flows, and landing page.
- Validated demand before building through user interviews, market research, and paid ad tests, using the findings to cut scope and reshape positioning; won "Best Pitch" and "Best Business Model" at Guelph's Wood Centre.

Business Intelligence Intern

The Co-operators

Jan 2024 – May 2024
Guelph, ON

- Built a Microsoft Power Apps tool for bulk Active Directory security-group requests, replacing one-by-one submissions and cutting processing time for 300+ BI and data staff.
- Redesigned MicroStrategy dashboards across home, auto, and business insurance lines, improving KPI visualization for VPs and senior executives.

EDUCATION

Bachelor of Computing (Honours) in Software Engineering, Minor in Business, University of Guelph

Dean's List (2020–2025)

Apr 2025