

# Dafyd Jones

Innovator, technologist and product manager

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Born in Nottingham, UK; now living in Pittsburgh, PA. By education, a linguist; by vocation, a technologist.

A veteran of a number of early-stage web startups, with a proven track record of driving products from ideation to release and beyond. A passion for innovation and an entrepreneurial spirit, combined with an analytical mindset and a deep understanding of the modern web landscape.



## Skills

- **Leading cross-functional teams** to deliver B2B and consumer-facing products
- Planning, managing and developing **modern web and mobile B2C and B2E apps**
- Ability to get "hands-on" at every stage of the **Agile product development lifecycle**, from gathering specifications and writing user stories, to designing wireframes and mocks, to coding prototypes, to analysing data from pre- and post-release user tests
- Engaging with users and customers to **gather and analyse feedback**
- **Evaluating and managing** suppliers and vendors
- Clear, concise and professional **oral and written communication**
- Excellent organisation, **goal-oriented and task-focused**
- Analytical mindset with **excellent problem-solving and critical-thinking skills**
- **"Rolled-up-sleeves" attitude** to jump into any project and quickly understand any issues



## Experience

Jun 2014 - present

### ● **Director of Product Development & Innovation**

**WeSpeke** Pittsburgh, PA

Product owner, leading design and development of innovative new edtech products, including content partnerships with major international brands.

Directly managing a team of designers and researchers to deliver the next generation of language learning software. Acting as a "bridge" between management/sales and product/engineering teams to identify, design and develop new features and functionality.

Delivered two large-scale applications as partnerships with global media brands, using innovative AI/NLP technologies to automatically generate English lessons, acting as point-person for WeSpeke's contact with these partners.

Decision maker for multiple vendor contracts, across several business areas and responsibilities, including judging ROI on build vs buy.

Company SME on, amongst others, analytics, advertising technology, and online pedagogy.

2005 - present

### ● **Consultant Technologist**

**Freelance** Pittsburgh, PA / Nottingham, UK

Working primarily with third-sector/non-profit organisations as diverse as the Institute for Global Labour and Human Rights and the University of Durham, facilitating and implementing technology solutions and providing advice.

Maintaining close contact with clients, ensuring that needs and vision are met appropriately.

Using platforms such as Salesforce, Drupal and ActionNetwork, and programming in PHP with JS, HTML 5 and CSS, as well as sourcing and editing content (text, images, video) when necessary.

Dec 2011 - Jun 2014

### ● **Product Lead**

**WeSpeke** Pittsburgh, PA

As employee #1 at the leading language learning social network, responsible not just for my job description (primarily

Feb 2009 - Nov 2011

web development, using HTML, CSS, Javascript, PHP), but also for every other role that wasn't explicitly covered by someone else, across legal, financial, technical, recruiting and operational areas.

Also responsible for ideating, designing and implementing prototypes and MVPs, and for identifying, tracking and improving metrics and KPIs across the multi-platform suite of products.

● **Web application developer**

**4energy** Nottingham, UK

Leading development of SaaS, web-based environmental monitoring suite for the data centre and telecommunications industries.

Also serving as a sales engineer, working with major development partners to pitch, demonstrate, spec and deliver product.

Working with PHP, MySQL, jQuery, HTML5. Featuring SMS integration, Canvas-based charts and maps, implementing APIs from Google Maps, OpenStreetMap, Johnson Controls (Metasys), 4energy hardware.

May 2007 - Sep 2007

● **Linguistic Tester, UK English**

**Enzyme Testing Labs** Montreal, QC

Quality control testing and proofreading of the English-language content in computer games. Lead English tester on several major titles, working in a multi-national team to tight, inflexible deadlines.



**Education**

2004 - 2008

● **University of Durham, UK**

BA (Hons.) Modern Languages and Cultures

2006

● **University of Alexandria, Egypt**

Arabic as a Foreign Language



**Certifications**

2019

● **Professional Scrum Product Owner (PSPO) 1**



**Patents**

Nov 2017

● **US 9812028** Automated generation and presentation of lessons via digital media content extraction

Jan 2017

● **US 20170213469 (prov.)** Digital media content extraction and natural language processing system



**Languages**

- English ●●●●●●  
Native
- French ●●●●●●  
Professional working proficiency
- German ●●●●●●  
Intermediate working proficiency
- Arabic ●●●●●●  
Limited working proficiency
- Toddler ●●●●●●  
Professional working proficiency