

Luke Cassady-Dorion

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profile

For the past 26 years, I have been at the intersection of technology and art. I began my career writing server-side Java and Java Applets in the 90s and 00s. During the Web2 era, I launched a YouTube channel that grew to 650K subscribers and received awards for its dedication to social causes. My professional journey has encompassed roles in Developer Relations, software engineering, CTO, video editing, and film directing. I have authored books in both English and Thai. I'm at home on camera and excel at helping others feel comfortable in front of an audience.

I also have over two decades of experience teaching yoga and Pilates.

I'm fluent in English and Thai and speak Spanish at a B1 level.

experience

Irys - "Developer Relations" 2022 - present

- Developed [comprehensive documentation](#) detailing the use of our tools and protocols.
- Authored guides and tutorials to educate developers through project-based learning.
- Created project repositories showcasing clear use cases for our products.
- Developed an [open-source UI library](#) to help developers kickstart projects using our protocol.
- Designed a gamified developer education experience, leading to over 50K [developers completing challenges and minting NFTs](#) as proof of their accomplishments.
- Established and grew our [YouTube channel](#) to 33K subscribers.
- Produced video education content, including animated explainer videos.
- Collaborated cross-functionally with business development and marketing teams to enhance developer outreach.
- Worked 1:1 to support our developers.

A Single Production Company - “Co-Founder, Director” 2010 - 2020

- Directed award-winning feature documentary film “[The Cheer Ambassadors](#)”.
- Directed “[D-Dance Dreams](#)”, a 5 episode documentary series telling the story of a group of backup dancers as they prepare for a massive pop concert.
- Directed “[Yoga Namaste](#)”, a 26 episode documentary series telling stories of people whose lives have changed by practicing yoga.
- Launched [Picnicly](#), a YouTube channel dedicated to telling upbeat and inspirational stories, and grew to over 650,000 subscribers.
- Managed a full-time staff of 5 and teams of 20+ people on shoots.

AbsoluteYou - “Senior Yoga And Pilates Instructor” 2004 - Present

- Helped grow a boutique fitness studio from 3 studios to 10, from 10 teachers to 100.
- Crafted written and video content to help train a geographically diverse staff.
- Launched a new social media team, leading to a 200% growth in Instagram and Facebook subscribers.
- Mentored new teachers, working one-on-one with them to develop their skills.

Medem - “Co-Founder, CTO” 1999 - 2003

- Raised the quality of online healthcare information by building a one-click tool physicians use to share peer-reviewed content with their patients.
- Built HIPAA-compliant secure messaging system connecting physicians and patients.
- Managed a team of 10+ developers.

Metis LLC / Healtheon / WedMD - “Senior Software Engineer” 1997 - 1998

- Designed and built a data integration system to merge backend data reporting systems.
- Crafted an API to publicize our data across different platforms. legacy healthcare reporting data accessible via a common API.
- Created a cross-platform Java client that both displayed and analyzed data from multiple sources.

publications

- [Goto Grok](#)
Blog on creative coding and Web3 dev
- [Yogi Boy: How I Learned To Breathe](#) - 2011
Author (Thai Language Book)
- [Java Distributed Objects](#) - 1998
Co-author and primary editor
- [Industrial Strength Java](#) - 1997
Co-author and primary editor
- [JavaScript By Example](#) - 1996
Co-author

education

Ramhamheang University - BA Thai Language Studies - 2007-2012

As a personal passion project, I returned to university to study Thai literature and language origins. After 4.5 years, I became the only Westerner to ever graduate from the university's strenuous program.

Drexel University - Computer Science - 1995-1997

After two years, I dropped out to move to San Francisco and help start a healthcare technology company.