



(207) 332-5065 jas875@cornell.edu johnscheeler.com

# **EDUCATION**

Cornell University, College of AAP - Ithaca, NY

May 2019

**GPA:** 3.7

Bachelor of Architecture

Minors in Computer Science and Information Sciences

AAP Dean's List

Foothill High School - Pleasanton, CA

May 2014

**GPA:** 4.0

# PROFESSIONAL EXPERIENCE

#### Keystone Strategy San Francisco, CA Senior Associate

July 2019 - Current

- Developed new product offerings and business strategies for Keystone's Information Strategy and Risk practice
- Interfaced directly with industry experts and C-level executives to conduct outreach and offerings research
- Lead technical analysis and assessment of numerous Fortune 500 companies and their software infrastructures

### KPF UI For Sidewalk Labs New York, NY Summer Computation Specialist

May 2018 – August 2018

- Developed generative city models focused on optimizing pedestrian comfort and measuring environmental impacts
- Designed and developed 3D data visualizations tool for executive feedback now being sold commercially
- Created real-time data analysis tools for optimizing and informing construction processes

# United Technologies Brooklyn, NY Research Strategy Advisor

May 2018 – January 2019

- Developed material for illustrating the potential of new research ventures
- Directly interfaced with executive directors and C-level executives while conducting outreach to industry experts

## Tesla Motors Fremont, CA Special Projects Summer Associate

May 2017 - August 2017

- Designed, implemented, and launched Tesla's Retail 2.0 initiative for Model 3 release with attention to applications of emerging building management and retail technologies
- Managed business relationships with 20 contractors across 3 continents with a focus in the Asian Pacific region
- Lead IT improvement initiatives for the optimization of workplace security and company information policy

### Autodesk San Francisco, CA Intern - AR & VR UX Designer, CG Generalist

May 2016 – August 2016

- Researched new interfaces for virtual reality platforms and their synergies with existing Autodesk products
- Conducted quantitative analysis comparisons between interface methods to quantify improvements and impact
- Developed a research project focused on combining modular software components to create VR based 3D modeling and design tools presented to CEO & CTO with accolades

#### Google via adecco Mountain View, CA Engineering Analyst - ATAP Group

Summer 2014 & Summer 2015

- Developed a prototype for simplifying the modular configuration experience for Project ARA, a modular smartphone, solving the paradox of choice and reducing the barrier to configuration
- Conducted UX research on variations for the Project ARA marketplace and their impact on consumer perception
- Created a web platform and Android application for users with no technical knowledge to configure a modular phone

## Cornell University AEM Entrepreneurial Marketing and Strategy Researcher

- Researched marketplace entry strategies and business models for VR startups in commercial real estate
- Conducted surveys, interviews, and market research to develop a business model and specifications

### Cornell University Program of Computer Graphics Virtual Reality Lab Researcher

- Working with Don Greenberg in the Cornell Program of Computer Graphics, researching realistic lighting conditions in virtual reality for developing accurate architecture visualizations
- Developed go-to-market strategy for transitioning research projects to NVIDIA and Disney development teams

#### **AWARDS**

# D.I.V.A. Day UC Berkeley, First Place

Fall 2017

- Created daylight analysis tools for architectural design and visualization of design options

## **LinkedIn Case Competition** First Place

Summer 2016

- Developed a system that worked to establish equality and trans-discipline interaction in the workplace

### **SKILLS**

Coding	Data Science	Drafting & 3D	Machine Learning	Rapid Prototyping	Web Dev
Python	Pandas	AutoCAD	MTurk (Data Validation)	Sketch	JQuery
C (++)	Numpy	Rhino + Grasshopper	Keras	Framer(.js)	BootStrap
Java	Excel	3DS Max	Scikit-learn	Adobe XD	3D.js
OCaml	Ubuntu (16.04+)	Adobe Suite	ı	Processing	JavaScript