

James Russel Ceballos

Chief Technology Officer · technology strategy, product delivery, UX & AI automation

WORKING STYLE

People-first.
Delivery-minded.
Systems curious.
Problem solver.

● Metro Manila, Philippines ● [linkedin.com/in/james-ceballos](https://www.linkedin.com/in/james-ceballos) ● cebkun.com

4

IT SUB-DEPARTMENT LEADS COORDINATED

6

CONCURRENT CLIENT PROJECTS UNDER TECHNOLOGY LEADERSHIP

2019 → now

DIGITALINNOV · UX SPECIALIST → CIO → CTO

Profile

Technology leader and project manager who turns business needs into software, usable products, and better workflows. At Digitalinnov, I lead technology direction across six concurrent client projects and coordinate four IT sub-department leads. My work sits at the intersection of people leadership, software delivery, UX, technical strategy, DevOps, and practical AI automation.

Experience

Digitalinnov · Chief Technology Officer

2022–Present
Philippines*Technology direction, delivery leadership, software solutions, and technical risk*

- Lead technology direction and delivery across six concurrent client projects, coordinating four IT sub-department leads.
- Lead DigiOne, Digitalinnov's proprietary CRM for issue tracking, workload visibility, and Kanban workflows, with the product being prepared for possible SaaS commercialization.
- Design and direct software solutions, evaluate prototype feasibility, and manage technical risk from early concept through delivery.
- Guide technology selection, DevOps implementation, process improvement, and stakeholder alignment across delivery work.

Digitalinnov · User Experience Specialist

2019–2022
Philippines*Product discovery, UX / IA, frontend delivery, and client-facing project work*

- Led UX and information architecture for web and mobile products, translating stakeholder needs into user flows and interface decisions.
- Managed delivery and user experience for BayanEd, an educational streaming service owned by Bayan Family of Foundations.
- Worked across responsive frontend implementation, website delivery, and project coordination to move ideas into usable products.
- Served concurrently as Chief Information Officer from 2021 to 2022 while continuing as User Experience Specialist.

Capabilities

LEADERSHIP

Technology strategy
People leadership
Program & project delivery
Stakeholder alignment

PRODUCT & SYSTEMS

Software architecture
Technical feasibility
UX / information architecture
Process automation

WAYS OF WORKING

Client-facing delivery
Cross-functional coordination
Teaching & mentoring
Practical problem solving

Current toolkit

React.js

Supabase

AI automation

Agentic workflows

OpenAI

Anthropic

Google Workspace

JavaScript

DevOps

Figma

Adobe Photoshop

Adobe Illustrator

General cybersecurity

Computer repair & assembly

Sound system operation

Public speaking

Problem solver

Webflow

SQL / NoSQL

Linux: Ubuntu

Parrot OS

Kali Linux

Omarchy

Pop!_OS

Build useful systems. Keep the humans in the loop.

A client-safe view of the products, websites, and workflows where I have owned delivery, UX, technology, or the handoff between them.

Selected projects

INTERNAL PRODUCT · DIGITALINNOV

DigiOne CRM

Project manager for a proprietary CRM that tracks **issues, workloads, and Kanban workflows**. Guiding delivery as the team explores a future SaaS product.

EDUCATION TECHNOLOGY · PRODUCT

BayanEd

Project manager and User Experience Specialist for an **educational streaming service** owned by Bayan Family of Foundations.

CLIENT DELIVERY · SEO

Theresian School of Cavite

Led end-to-end website development, stakeholder coordination, SEO, and one year of maintenance for **tsc.edu.ph**, supporting the school's digital presence during the COVID-19 period.

CONFIDENTIAL CLIENT · DELIVERY

Bank client platform

Designed and led full development, worked directly with stakeholders through completion, and handled SEO and maintenance for one year while keeping client details confidential.

AI / agentic workflows

PERSONAL SYSTEMS PORTFOLIO

Built a personal Hermes setup that coordinates multiple models, agents, delegated tasks, and external applications. The goal is practical automation: make work easier to understand, easier to delegate, and easier to review.

Earlier experience

STI College Las Piñas · IT / Multimedia Arts Instructor

2017–2020 · Philippines

Taught programming, advised thesis and capstone projects, served as a panel member, and organized technology-related activities.

Loud Local Leads · Remote Graphic Artist & Designer

2015 · Florida, USA

Created logos, billboards, signage, and brand identity work for US-based businesses.

YLEA · Guest Speaker

2023

Spoke at a YLEA program, sharing ideas and encouragement with students and young leaders.

Polar Publishing · Remote Game Developer

2015–2016 · Latvia

Developed interactive mobile games using the Buildbox engine.

Top Peg Animation Studio · Intern Project Head

Game development project · dates available on request

Led a game development project during internship.

CAA National High School · Guest Speaker

National High School Day

Invited guest speaker for a school program and challenge speech.

Education & certification

Bachelor's degree in Information Technology

STI College Las Piñas · 2011–2015

Google Project Management: Professional Certificate

Google · 2022

Personality profile

INFJ / Advocate, earlier profile · INTP-A / Logician, 2026

Community & trust

Local Congregation Financial Auditor

Iglesia Ni Cristo · 2015–Present

Selected work is summarized at a client-safe level. Portfolio links: cebkun.com · tsc.edu.ph · [LinkedIn](#)