TECHNOLOGY LEADERSHIP / DELIVERY / SYSTEMS

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 · 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 · SEO · 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

SELECTED WORK / OUTCOMES / OPERATING RANGE

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. I used the same setup to build my SEO talk deck and its web version.

Speaking

GUEST SPEAKER · SEO · NOV 25, 2026

National University Las Piñas · Marketalks Episode Two: Search Engine Optimization

Gave **"The Best Place to Hide a Dead Body" (Be Seen, Be Remembered)**, an SEO talk for marketing students at an event by the NU Las Piñas Junior Marketing Association. It covered SEO, AEO and GEO, a no-code 7-step plan, and a real client's Search Console story. Built the deck and its web version with AI agents. Received a Certificate of Recognition. Deck: cebkun.com/showcase/seo-talk-be-seen-be-remembered

YLEA · Guest Speaker
2023
Spoke at a YLEA program, sharing ideas and encouragement with students and young leaders.

CAA National High School · Guest Speaker
National High School Day
Invited guest speaker for a school program and challenge speech.

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.

Polar Publishing · Remote Game Developer
2015–2016 · Latvia
Developed interactive mobile games using the Buildbox engine.

Loud Local Leads · Remote Graphic Artist & Designer
2015 · Florida, USA
Created logos, billboards, signage, and brand identity work for US-based businesses.

Top Peg Animation Studio · Intern Project Head
Game development project · dates available on request
Led a game development project during internship.

Education & certification

Bachelor's degree in Information Technology
STI College Las Piñas · 2011–2015

Google Project Management: Professional Certificate
Google · 2022

Google AI Essentials
Google · 2026

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**