

Daniel A. Jacobsen

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Canadian & US citizen — no visa sponsorship required in either country

Product Builder — shipped products as designer, developer, and product manager.

15+ years building products: technical co-founder, AI/NLP PM since 2017, code in production.

SUMMARY

Technical co-founder, then a decade of product management across NLP and enterprise SaaS. Most recently I prototyped my company's first AI-enabled feature and opened the pull request that seeded it in production. I build with the same tools daily — MCP servers, LLM agents, eval harnesses — on infrastructure I run myself.

BUILT & SHIPPED

- **AI-assisted activity creation (Uptempo)** — the product's first AI-enabled feature, seeded by the first pull request a non-engineer opened against the product codebase. Prototyped with Claude Code, written to handle LLM nondeterminism defensively; engineering iterated from my branch, and the structured event capture I introduced with it (accept/reject interaction telemetry, where the product previously had only click analytics) was adopted elsewhere in the product. Built without an assigned team during an org transition.
- **A2A-MCP bridge reference** (github.com/CoffeeAnon/a2a-mcp-bridge-reference) — public reference implementation of a stateful, human-in-the-loop-aware bridge between the A2A agent protocol and MCP, including consent-atomicity and replay-protection security work.
- **Open-source contributions** (merged PRs) — Linkwarden (configurable Playwright concurrency), Speakr (proxy configuration; also self-hosted), jEveAssets (stockpile feature). Pattern: I fix what I run.
- **Self-hosted AI platform** — bare-metal Kubernetes cluster running LLM agents, MCP servers, eval harnesses, and multi-agent orchestration.
- **Dungeons of Dredmor** (Gaslamp Games) — hit indie title; millions of copies sold across the studio's catalog.

EXPERIENCE

Uptempo — Senior Product Manager

Aug 2021 – Jul 2026

Marketing-planning platform for enterprise marketing organizations — Vancouver, BC

- Shipped **AI-assisted activity creation**, the product's first AI-enabled feature — prototyped in Claude Code and opened as the pull request (the company's first from a non-engineer), demonstrating defensive design for LLM nondeterminism; engineering kept the interface layer I designed — the API contract and the event-capture data model — and rebuilt the implementation into their architecture to ship it; several of the product's largest customers signed on at launch.
- Owned the multi-year bet behind **Campaign Management** (née Activity Plan), Uptempo's flagship offering: defined the Activity business-object model — a novel data model letting enterprise marketing teams calculate ROI across their full program spend — won executive buy-in, and grew it to seven figures of ARR.
- On the AI & Data team, helped deliver the company's data lakehouse with data science and engineering, and developed Uptempo's AI product strategy in consultation with engineering, legal, and finance.

Finn AI — Product Manager (first PM, one of first 10 employees)

Feb 2017 – Oct 2019

NLP virtual assistants for banks — AI product work before the LLM wave — Vancouver, BC

- Led development of the flagship **Digital Self-Service virtual assistant**: ML/NLP task completion in chat, 24/7, replacing phone holds and business-hours support for bank customers at a fraction of traditional support cost.
- Built the product function from scratch — defined team structure and execution process, then owned and communicated product strategy as the team scaled.

Gaslamp Games — CEO & Co-founder

May 2008 – Dec 2016

Independent game studio — Vancouver, BC

- Co-founded and led a globally recognized indie studio: millions of copies sold, and among the first titles on **Steam Early Access** — iterating in public with the player community years before “build in public” had a name.
- Hands-on builder in one seat across **Dungeons of Dredmor** and **Clockwork Empires**: game design, UI design, and C++/Lua implementation — AI and character-progression systems, inventory systems, terrain-generation algorithms, AI pathing and state machines.
- Negotiated distribution with the industry’s largest platforms; ran agile delivery tuned by shipping metrics.
- **Forbes 30 Under 30 — Games (2015)**; partnered with UBC Software Engineering research to apply experimental parallelization techniques in production game simulation.

SKILLS

Build: Claude Code, MCP (servers & clients), LLM agents, evals / model evaluation, prompt engineering, TypeScript, Python, C++, Lua, Kubernetes / self-hosted infrastructure, CI/CD

Product: 0-to-1, prototype-first discovery, product strategy, customer interviews, jobs-to-be-done, KPI design, design sprints, agile (CSPO)

EDUCATION

BSc Physics, University of Victoria, 2011 — data analysis, computer simulation, astrophysics