



James Kolsby

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Branding Experience

Columbia New Student Orientation Program [2016]

- Coordinated and generated social media content and a branding identity for Columbia's largest student life program, welcoming over 6000 students to campus and initiating significant shifts culture through student engagement.
- Connected with over 40000 views across various social platforms.

Boombox FM [2015]

- Developed logo options and email template for curated music selections, establishing the Boombox FM brand as an authority in the independent music market.

Student Theatre [2015-16]

- Designed posters, playbills, and promos to market several sold-out experimental shows to the Columbia student body.

Innovation Atlanta [2014]

- Built website to outline and market business consulting service and literature to entrepreneurs and corporate brands including Apple and Amazon.

Lovett Makers Club [2014]

- Developed logo and branding guidelines to establish a small engineering club as an officially accredited and funded organization at a school with a previously meager extracurricular STEM presence.

Applications Projects

Periodic [2015] [OBJ-C]

iOS App Store release that quickly calculates molar masses, percent compositions, and other chemical calculations with an intuitive periodic table interface.

Seevee [2016] [HTML/CSS/JS]

Resume templating application with an accomplishment collection interface and fast, beautiful PDF generation requiring no design customization. Built with a team of four in Node with MongoDB.

Geopoole [2015] [OBJ-C]

An event-based MapKit iOS app that routes carpools to common destinations.

Note CMS [2015] [PHP/CSS/JS]

Content Management System with simple implementation for developers, and even simpler front-end interface for client use.

Multiplicity [2014] [HTML/CSS/JS]

Intuitive calculator webapp based on the well-known TI-84 interface.