

# Dan Luk

AI-Native Builder & Enabler · Marketing × Engineering

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## SUMMARY

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Build AI tools that change how non-technical teams work. At YouVersion (700M+ installs), work at the marketing-engineering seam: replacing manual, engineer-dependent campaign building with self-service systems that marketers run on their own. Work daily in Claude, Claude Code, and agentic multi-step workflows; turn one-off solutions into reusable systems that scale across a team; and translate technical capability into language teammates can act on. Bias to action—a working proof-of-concept now beats a roadmap for next quarter.

## EXPERIENCE

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### Marketing Technology & AI Product Developer

Jun 2023 – Present

*YouVersion (Life.Church) · Edmond, OK*

*The AI builder-and-enabler for marketing teams on a 700M+ install product—shipping AI tools and agents alongside non-technical marketers and reshaping how they work day to day. Equal parts engineer, marketer, and AI practitioner.*

- **Built an AI orchestration engine that decides for itself.** Architected Nexus, an agentic personalization engine that autonomously chooses what, when, and how to message each of 50M+ users in real time—replacing manual campaign management with AI-driven decisioning. Built the ML from scratch in TypeScript (Thompson Sampling, LinUCB, HDBSCAN persona clustering) with a reward loop that learns from live engagement.
- **Changed how non-technical marketers work.** Built Beacon, a self-service AI platform that lets marketers design, configure, and launch complex cross-channel campaigns themselves—work that used to require an engineer—moving the team from dependence to self-sufficiency.
- **Built agents that compress multi-day work to minutes.** Shipped an LLM workflow that turns a campaign brief into launch-ready, localized creative across 70+ languages (PDF brief → Claude → multi-locale output), collapsing a multi-day creative cycle into a single automated pass.
- **Turned one-off tools into reusable systems.** Designed component and automation frameworks—a 24-component creative schema and a 17-handler workflow registry—so a tool built once serves the whole team. Systems thinking over one-off fixes.
- **Treat AI as a default operating mode.** Build with Claude and Claude Code daily and design agentic, multi-step workflows; used AI leverage to ship as an effectively one-person platform team across two production systems.
- **Translate technical to non-technical.** Act as the layer between engineering and marketing—turning AI capability into guidance teammates can use, partnering across marketing, UX, and data to align on what to build and why.
- **Drove measurable impact.** AI automation and experimentation contributed to a 200% increase in monthly campaign revenue.

### Software Engineer

Apr – Jun 2023

*Technology Service Corporation (TSC) · Bloomington, IN*

- Delivered architecture design, system integration, and code automation for DoD programs (High Voltage Detonator and Battery systems); diagnostic problem-solving in mission-critical, cross-functional hardware environments.

## WHAT I BRING

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**AI Building & Agents:** Claude (Anthropic API) · Claude Code · agentic & multi-step workflow design · LLM tool/agent building · Vercel AI SDK · generateObject() · prompt engineering · RAG · custom TypeScript / Python pipelines

**Enablement & Communication:** self-service tooling for non-technical teams · technical-to-business translation · cross-functional partnership (marketing, UX, data) · documentation & reusable playbooks

**Marketing & MarTech:** Braze (Canvas, API, Liquid, lifecycle) · Hightouch CDP · campaign orchestration · audience segmentation · A/B experimentation · analytics

**Engineering:** TypeScript · JavaScript · Python · SQL · React · Next.js · Node.js · REST APIs · PostgreSQL · from-scratch ML (Thompson Sampling, LinUCB, HDBSCAN)

**Ways of Working:** bias to action & rapid prototyping · systems thinking & reusable patterns · multiple concurrent workstreams · self-directed in ambiguity

## EDUCATION

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**M.S.E., Aeronautical & Aerospace Engineering** · The Ohio State University

Dec 2008

**B.S.E., Aeronautical & Aerospace Engineering** · The Ohio State University

May 2006