

# HANIF CARROLL

**Product Engineer | Builds AI products end to end, from idea to paid launch**

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## Summary

Product-minded full-stack engineer who likes working close to founders and users. 8 years of experience scoping, building, and launching software across web and mobile. Recently helped pivot an Amazon seller platform into AI/agent workflows and took a nontechnical founder's Spanish reading app from concept to live web and mobile apps with subscriptions.

## Product Impact & Technical Skills

- **AI/ML:** OpenAI/Anthropic API | MCP | Evals | RAG | Agent Workflows | Embeddings
- **Stack:** TypeScript | React | Next.js | TanStack Start | React Native/Expo | Node.js | PostgreSQL/Supabase | pgvector | Stripe | RevenueCat
- **Tooling:** ChatGPT Codex | Claude Code | Vercel | Sentry | CloudFlare | Docker | Browserbase/Playwright

## Work Experience

**Founder & Product Engineer** **HC Studio LLC** **Sep 2024 – Current**

### Palabrino Spanish Reading App

- Helped a nontechnical founder turn a Spanish reading idea into a launch-ready iOS, Android, and web product, shipping the teacher dashboard, mobile reader, billing, and App Store/Google Play release work.
- Built the teacher flow end to end: class rosters, groups, invite redemption, share links/history, and push notifications when new texts were assigned.
- Built the reader and creation loops across mobile and web: import/generate Spanish texts, tap-to-read word help, pronunciation, sharing, reporting, and PDF export.
- Wired monetization across RevenueCat mobile subscriptions and Stripe teacher checkout/portal/webhooks, with Free, Premium, and Teacher tiers.
- Shipped the launch trust layer: moderation inbox, text reports, mobile smoke/proof flows, release docs, and live App Store/Google Play listings.

### Amazon Creative Ops Platform for Sellers

- Helped turn Genrupt from a working AI media MVP into an agent-accessible Amazon seller workflow platform, with market research, listings, A+ content, reviews, variations, and video.
- Built the agent access/auth layer: Claude-compatible MCP OAuth flows, audit logging, OAuth revocation, and CLI/skill packaging.
- Moved generation work onto pg-boss so long-running jobs could run in parallel with status/result/progress tracking instead of blocking the app.
- Shipped deeper seller workflows: product-reference uploads, listing-video storyboards, A+ references, send-to-mode concepts, and market-analysis mention ledgers with PDF exports.
- Tightened billing around subscriptions, credit accounting, webhook reconciliation, metered team tiers/seat caps, affiliate payouts, and admin finance controls.

**Senior Front End Engineer**

**LeagueApps/Nearsure (contract)**

**Nov 2021 – Feb 2024**

Joined LeagueApps as an FTE front-end engineer and continued on the same sports platform as a contractor via Nearsure, shipping front-end and mobile UX for 3,000+ organizers across both engagements.

- Joined LeagueApps as a full-time front-end engineer, then continued on the same product as a Nearsure contractor, shipping web and mobile UX used by 3,000+ sports organizers.
- Cut scheduling time by 45% by building a drag-and-drop scheduling grid for organizers managing multi-team seasons.
- Prevented team double-bookings with automated conflict detection and clear in-product notifications.
- Built reporting screens with AG Grid so organizers could analyze event and planning data without fighting the interface.
- Helped standardize the front end with reusable Styled Components documented in Storybook, keeping the product more consistent across teams.

## Software Developer

Capgemini

Jan 2019 – Oct 2021

- Led the development and delivery of a critical reporting module, collaborating closely with business analysts and UI/UX teams in an agile environment.
- Designed and implemented executive dashboards to visualize key networking system KPIs, enabling data-driven decision-making at the leadership level.
- Optimized application test suite, achieving a 60% reduction in execution time and saving approximately 20 minutes per development cycle, significantly improving team productivity.
- Facilitated knowledge transfer and problem-solving by leading technical meetings with offshore developers, resulting in improved code quality and faster issue resolution.

## Independent Projects

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- **Casamo** - Vets long-stay Airbnb/Booking.com listings by extracting evidence from photos and reviews, then turning missing-data gaps into specific questions to ask the host. Private beta at [casamo.app](https://casamo.app). Stack: multi-stage scan pipeline (Redis/BullMQ) with per-provider retries, OpenAI evidence extraction, Browserbase scraping, Stripe-paid passes.
- **BA Eventos** - Bilingual event-discovery concierge for Buenos Aires, surfaced through a 15-tool Claude agent (search, save, directions, share). Daily pipeline scrapes and enriches 4 sources for semantic search. Live at [baeventos.com](https://baeventos.com). Stack: Trigger.dev orchestration, Jina + Claude Haiku (HTML) and headless Playwright (JS-heavy) enrichment, OpenAI embeddings + pgvector with structured filters.

## Education

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- **B.S. in Health Sciences**, University of South Florida