

# HANIF CARROLL

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

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## Summary

Product engineer who works directly with founders and users to scope and ship AI products fast. 8 years full-stack, comfortable owning the whole path from problem to paid launch. Recently partnered on a startup's full product pivot and taking a nontechnical founder's concept to a live, paid product across web and mobile.

## 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         |
|----------------------------------|--|----------------------------|
|                                  | <b>Palabrano Spanish Reading App</b>   |                            |
|                                  | <ul style="list-style-type: none"><li>● Took a nontechnical founder's concept to a paid product across iOS/Android/web—owning MVP scope, teacher workflows, and billing by working directly with the founder and early users to decide what to build.</li><li>● Created the teacher commercial path: AI text generation and import, student roster and invite flows, share links, PDF export, notifications, and admin/safety review tools.</li><li>● Delivered end-to-end launch operations: RevenueCat/Stripe billing, Vercel hosting, Sentry observability, release runbooks, and live App Store/Google Play submissions.</li></ul>   |                            |
|                                  | <b>Amazon Creative Ops Platform for Sellers</b>  |                            |
|                                  | <ul style="list-style-type: none"><li>● Partnered with the founder on a full product pivot, turning customer problems into shipped AI workflows for market research, review intelligence, and listing generation.</li><li>● Built Genrupt's remote MCP and Agent Access surface, enabling paid users to connect external agents and run market analysis, review scraping, listing-image generation, and A+ content workflows through a permissioned tool catalog.</li><li>● Turned Genrupt's AI workflows into reliable async jobs with pg-boss, idempotent operation tracking, progress/status APIs, retry-safe credit billing, and durable links to generated assets and research outputs.</li></ul> |                            |
| <b>Senior Front End Engineer</b> | <b>LeagueApps/Nearsure (contract)</b>  | <b>Nov 2021 – Feb 2024</b> |

*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.*

- Reduced scheduling time by 45% by implementing an intuitive drag-and-drop scheduling grid used by organizers managing multi-team seasons.
- Eliminated team double-booking issues by engineering an automated conflict detection system with clear user notifications.
- Built comprehensive reporting modules with AG Grid, focusing on clear data presentation for event planning and analysis.

- Established a standardized front-end component library using Styled Components and Storybook, ensuring consistent user experience across the application.
- Extended scheduling and mobile UX during the Nearsure engagement, supporting the same product through a contractor-staffed phase.

## 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