

Hanif Carroll

AI Product & GTM Engineer | Web, mobile, and AI products from idea to launch

U.S. citizen · Works U.S. hours · Open to remote roles and contracts through HC Studio LLC

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Summary

AI Product & GTM Engineer with eight years of experience taking web, mobile, and AI products from idea to launch. Recent work includes helping scale an Amazon seller platform to 200+ paying customers and launching a Spanish reading app across iOS, Android, and the web.

Technical Skills

AI & Agents

OpenAI / Anthropic APIs • MCP • Evals • RAG • Agent Workflows • Embeddings

Frontend & Mobile

TypeScript • JavaScript • React • Next.js • TanStack Start • React Native / Expo • iOS / Android Apps

Backend & Data

Node.js • Rails • PostgreSQL • Supabase • pgvector • Stripe • RevenueCat

Infrastructure & Tooling

ChatGPT Codex • Claude Code • Cursor • Vercel • Cloudflare • Docker • Browserbase • Playwright

Work Experience

Founder · AI Product & GTM Engineer **HC Studio LLC** **Mar 2024 – Present**

- Build and launch AI-powered web and mobile products for early-stage founders, owning product discovery, UX, full-stack engineering, billing, and launch.
- Scaled Genrupt from AI-media MVP to production Amazon Creative Ops platform, landing its first 200+ paying customers; built agent/MCP workflows, async job processing, and credit-based billing.
- Took Palabrino from founder idea to live on the App Store, Google Play, and web — owning product, UX, and full-stack engineering for AI reading features, teacher workflows, and subscription billing.

Senior Frontend Engineer **LeagueApps, later via Nearsure** **Nov 2021 – Feb 2024**

- Reduced organizer scheduling time by 45% by building drag-and-drop calendar workflows, automated conflict detection, and double-booking prevention for multi-team seasons and tournaments.
- Built flexible reporting screens with AG Grid so organizers could analyze event and registration data without engineering support.
- Optimized rendering of large reporting grids (tens of thousands of rows) with virtualization and memoization, reducing load and interaction lag by 70% for high-volume organizations.

Software Engineer **Capgemini** **Jan 2019 – Oct 2021**

- Led end-to-end delivery of a critical reporting module for Disney Cruise Line's ship and crew management system while building additional UI screens that streamlined daily operational workflows for ship staff and management.
- Designed and built executive KPI dashboards for Cisco that provided real-time visibility into system and operational performance.
- Cut automated test-suite runtime 60%, significantly improving release velocity.
- Maintained five Java Spring Boot microservices for GE Aviation, collaborating across offshore teams.

Frontend Engineer

8base

Nov 2017 – Nov 2018

- Developed custom CI/CD scripting integrating Jira and GitLab to automate ticket state transitions, streamlining the developer-to-QA handoff pipeline and reducing average ticket close time by 15%.
- Built a comprehensive automated testing suite that minimized manual QA bottlenecks and drastically improved production software stability.
- Refactored 20+ shared UI components into a reusable component library, reducing duplicate code by 30% and cutting implementation time for new features by approximately one-third.

Selected Projects

- **Casamo** (casamo.app) - Built an AI stay-audit product that compares up to 150 Airbnb and Booking.com listings for remote workers, producing evidence-backed shortlists from photos, reviews, and amenities.
- **BA Eventos** (baeventos.com) - Built a bilingual AI event-discovery product with 1,250+ upcoming events, backed by 9,200+ event records and 1,500+ Buenos Aires venues.

Education

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