

Caleb Brown

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AI Product Builder | Technical Product Manager

AI product builder and product leader with 17+ years of experience across software engineering, product development, and growth. Skilled at turning ambiguous ideas into useful products through hands-on technical execution, user research, rapid prototyping, and go-to-market strategy. Experienced building AI-assisted tools, internal platforms, and consumer applications from concept through launch and iteration. Built and contributed to products used by millions, including a bootstrapped platform with 100,000+ registered users, with work featured in Wired, Time, BuzzFeed, and NPR.

WORK EXPERIENCE

X-Team • Melbourne, Australia (Remote) • 04/2015 – Present

Content & Strategic Initiatives Manager — AI Products & Internal Platforms

- Designed and built X-Academy, a custom learning platform that replaced Teachable and reduced annual software costs significantly. The platform supports 500+ lessons and 100+ hours of content, with progress tracking, learning history, streamlined publishing workflows, and AI-generated, searchable highlights from expert interviews, including Vue.js creator Evan You.
- Developed an internal skills-coverage platform that compares company learning resources with job listings and calculates time-aware coverage scores for monthly reporting. Combined product research, labor-market data, and AI-powered extraction to identify curriculum gaps and guide content strategy.
- Built operational tools to solve emerging business needs, including a TypeScript application that predicts whether FedEx shipments in Brazil will be delivered directly or transferred to a local courier, helping sales teams provide accurate estimates and set client expectations.
- Rapidly designed and launched cross-platform interactive products, including a real-time multiplayer trivia platform using React, Socket.io, Redis, and Firebase, and a mobile-first 3D game built with TypeScript, Babylon.js, Vercel, and Firestore. Delivered scalable, accessible, privacy-conscious experiences across mobile and desktop.

Technical Vetting + Developer Ambassador

- Evaluated software engineering candidates through technical interviews, code reviews, and portfolio assessments, helping build a high-performing distributed development team.
- Designed and implemented tools and automated workflows that streamlined the candidate application process and reduced time-to-hire by 25%.
- Led cross-functional developer hackathons focused on operational bottlenecks, from defining challenges to evaluating submissions and implementing winning solutions.

NoWait, Inc • Pittsburgh, PA • 06/2012 – 01/2014

Later acquired by Yelp

Software Developer

- Developed and maintained backend APIs for NoWait's restaurant host-management platform, improving system performance and reliability.
- Built interactive tools for creating restaurant floor plans in real time and contributed to the migration of the company's hosted LAMP infrastructure to AWS, improving scalability and reducing operating costs.
- Bridged engineering, product, and customer needs by providing technical support, researching product issues, and translating customer feedback into feature and user-experience improvements.

VaynerMedia • New York, NY • 08/2009 – 08/2011**Web Developer**

- Evaluated and selected technology stacks for new projects, then owned the development of social web applications using PHP, Ruby on Rails, JavaScript, and related technologies.
- Partnered with account managers to shape technically feasible client proposals, aligning creative concepts and business requirements with implementation constraints.
- Strengthened client and stakeholder relationships by translating complex technical concepts into clear recommendations, expectations, and project decisions.

EDUCATION**BS, Computer Information Systems**

Pennsylvania Western University • California, PA

CERTIFICATIONS**Software Product Management (SPM) Certificate**

Product School