

William Koonz

AI Product & Design Engineer

Dallas-Fort Worth, TX · Open to US remote and select hybrid roles

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PROFILE

AI product and design engineer with a founder/operator background spanning product management, design, engineering, AI systems, growth, and go-to-market. Takes products from concept and positioning through UX/UI, technical implementation, launch, and iteration. Founded and shipped two consumer iOS products, led product design across web and DeFi products, built quantitative trading systems, and founded and exited a service business.

EXPERIENCE

Shado — Founder · AI Product & Design Engineer Apr 2026 – Present

- Founded, designed, and shipped a live AI-guided reflection app for iOS, reaching approximately 220 users in its first months after launch.
- Own end-to-end product development across strategy, Figma UX/UI and design systems, AI behavior and personalization, SwiftUI implementation, Supabase/Postgres architecture, web experiences, App Store release, and ongoing iteration.

Contract & Freelance — Product Designer Jul 2024 – Mar 2026

- Contract and freelance product design for agencies and early-stage product teams.
- Led product design across web applications, crypto/DeFi products, and early-stage software, translating ambiguous requirements into user flows, interaction models, design systems, high-fidelity prototypes, and developer-ready specifications.

Finalform — AI Calorie Tracker — Founder · Product Designer & Developer Mar 2024 – Aug 2025

- Designed and shipped an AI-powered iOS calorie tracker used by approximately 200–300 people, enabling food logging through photos, voice, and conversational text using Swift/SwiftUI, Supabase, and OpenAI APIs.

Goodkleen — Founder Mar 2023 – Feb 2024

- Founded and operated a residential cleaning company across positioning, customer acquisition, booking, contractor scheduling, and service delivery; designed the brand and Webflow site, integrated BookingKoala, and exited through a transfer of the customer base and operations to two contractors.

MetaPharm — Founder & Product Lead Oct 2021 – Mar 2022

- Founded and led pre-launch product development for a play-to-earn game and NFT ecosystem, coordinating approximately 12–15 contributors and external partners across product, blockchain/web engineering, game design, illustration, branding, paid growth, and community.

Independent — Quantitative Crypto Trader & Strategy Developer 2017 – 2021

- Designed low-liquidity Bitcoin-pair strategies using relative volume, trade velocity, order-book depth, and bid/ask imbalance to generate weighted directional confidence signals and inform position sizing.
- Built cross-exchange, triangular-arbitrage, and momentum systems using Python, Node.js, CCXT, WebSockets, and REST APIs; progressed from live paper testing and manual validation to automated execution, position limits, and trailing stops, while building strategy and automation systems for private traders and investors.

EDUCATION

4Geeks Academy · Full Stack Software Development Completed Dec 2022

SKILLS

Product: Product strategy & vision · Product management · 0-to-1 development · Product discovery · Roadmapping · Prioritization · Requirements · Experimentation · Cross-functional leadership

Design: UX/UI · Interaction design · User flows · Design systems · Prototyping · Figma · Branding · Creative direction · Developer handoff · Midjourney

Engineering: Swift · SwiftUI · Python · JavaScript · TypeScript · Node.js · React · Next.js · SQL · PostgreSQL · Supabase · REST APIs · WebSockets · Git/GitHub · Webflow

AI: AI-native product design · LLM integration · OpenAI APIs · Prompt & behavior design · Memory & personalization · Agent/workflow design · AI-assisted engineering

Growth: Go-to-market strategy · Positioning · Customer acquisition · Sales · Growth experimentation · Funnel optimization · Marketplace operations · Contractor/vendor management