

Quintin Woods

Product Builder, Startup Founder

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Design-led product leader and former startup founder with deep zero to one and GTM experience. Obsessed with crafting exceptional user experiences from the earliest stages. Interested in joining a nimble team building defensible products.

- Founded and built a startup from zero to launch, converting more than 40% of beta users to paid customers with under 5% churn rate
- Proven ability to translate complex customer problems into scalable software solutions, driving multiple 6-figures in contracted revenue as the first product manager and designer
- Significant experience developing customer-facing and internal AI products, including conversational AI applications and RAG-powered systems
- Self taught designer with MS in Human Systems Engineering, providing a strong background in research-driven UX design and agile software development

EXPERIENCE

ChronicKey — Founder & Head of Product

2023 - 2026

- Founded and built an AI-powered medical knowledge chat bot, acquiring 64 users and generating 4-figures in revenue
- Transitioned from a free to subscription-based model, converting an exceptional 46% of users to loyal customers with a sub-5% churn rate
- Developed and launched multiple product iterations, including an SMS-based AI assistant built on retrieval-augmented generation (RAG) architecture
- Reduced self-reported pain levels by as much as 23% over the course of six months, surpassing outcomes from traditional therapies by more than 50%
- Synthesized insights from 50+ customer discovery interviews to identify user pain points and inform product strategy
- Improved response relevance by 34% by testing and refining hundreds of prompt variations across multiple GPT-4 and Claude models, contributing to an NPS score of 78

Vori — Product Manager

2021 - 2022

- Joined as the 10th employee and first product manager/designer, directly influencing a strategic product strategy pivot that drove 7-figure revenue growth and a Series A fundraise
- Led user research, design and product for Vori's first back office expansion initiative, reducing lost revenue for grocery store customers by 32% on average
- Owned Vori's marketing website end-to-end, partnering with GTM teams to implement lead-scoring infrastructure that increased high-intent prospects by 48%
- Defined and launched a centralized support platform that unified customer data and automated support workflows, significantly improving operational efficiency
- Championed people operations and culture initiatives for an 18-person organization, achieving an internal NPS score of 84

Copper Creative — Freelance Designer

2019 - 2021

- Contributed to 7-figure revenue growth through website redesign and customer acquisition initiatives for startups backed by top-tier investors such as Greylock and Sequoia
- Collaborated with C-suite and sales leaders to optimize conversion funnels, increasing inbound lead volume by more than 20% on average
- Led product strategy and UX design for customer-facing web experiences while managing a cross-functional team of engineers and designers
- Defined project roadmaps, feature requirements and success metrics to guide execution and measure business impact

Celo — User Researcher (Intern)

2018 - 2019

- Developed and launched an evidence-based, multi-modal educational experience on cryptocurrency and blockchain technology, translating user research and platform analytics into actionable retention and content strategy recommendations
- Managed 60 research participants across multiple continents, collecting quantitative and qualitative data through interviews, surveys and engagement tracking
- Improved app engagement by 22% by allowing for in-app modality selection, informing the creation of an integrated and queryable knowledge bank

EDUCATION

Arizona State University — Human Systems Engineering, MS

May 2019

Arizona State University — Biomedical Engineering, BS

May 2017

- Designed, built and provisionally patented a medical device for Multiple Sclerosis patients

TOOLS & SKILLS

- **Product:** Linear, Jira, Productboard, Customer Discovery, Roadmapping
- **AI:** GPT-4, Claude 3, Prompt Engineering, RAG, AI Agents, Claude Code, Lovable
- **Design:** Figma, Photoshop, Illustrator, Framer, ProtoPie, Design Systems
- **GTM:** Hubspot, Close, Apollo, Google Analytics, Amplitude, Customer.io, SEO
- **Operations:** Notion, Zapier, Airtable, Retool, Tableau, Front, Workflow Automation
- **Technical:** Supabase, Express.js, Node.js, REST APIs, SQL, Typescript, Postman