KEN CHRISTENSEN

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AI PRODUCT ENGINEER | FULL-STACK ENGINEER | AUTOMATION SYSTEMS BUILDER

AI-native product engineer with 15+ years of experience building and shipping production systems — focused on AI-powered applications, SaaS platforms, and automation workflows that generate measurable business outcomes. I design and deploy end-to-end systems using Next.js, TypeScript, Firebase, and LLM integrations (Claude, OpenAI) — combining product thinking, engineering, and automation to move from idea to production quickly.

$20M+ revenue generated · **500K+ leads delivered** · **40%+ ops reduction via AI** · **Founder/Operator**

CORE SKILLS

AI Product Development, Full-Stack Engineering, Artificial Intelligence (AI), Large Language Models (LLMs), Claude API, OpenAI API, Prompt Engineering, AI Automation, n8n, Next.js, React, TypeScript, Node.js, Firebase, REST APIs, Product Architecture, Google Analytics 4 (GA4), Conversion Rate Optimization (CRO), Vercel, AWS, Natural Language Processing (NLP), CI/CD, Agile Project Management

TECHNICAL STACK

Frontend: Next.js 15/16, React 18, TypeScript 5, JavaScript (ES6+), Tailwind CSS, HTML5, CSS3, GSAP, Framer Motion, Webflow, Shopify Liquid
Backend: Node.js 20, Fastify, Firebase (Auth, Firestore, Functions, Hosting, Storage), REST APIs, Vercel, AWS, Cloud Run, Turborepo, pnpm workspaces
AI & Automation: Claude (SDK + CLI + Code), OpenAI API / GPT-4, n8n workflow automation, LLM classification pipelines, prompt engineering, AI chatbots, predictive analytics
Payments: Stripe (Billing, Connect Express), PayPal Commerce Platform, Braintree
Analytics: GA4, Google Tag Manager, Google Ads, SEO/SEM (SEMrush, Ahrefs, Yoast), A/B testing, AIO (AI Optimization)
Design & UX: Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro), ADA/WCAG 2.1 AA, mobile-first responsive design

KEY PROJECTS

AI Automation Systems (Claude + n8n)
Built production automation workflows for lead qualification, follow-up, content generation, and support triage — reducing response time to under 60 seconds and eliminating repetitive manual processes.

Onboarded (SaaS Platform)
Interactive proposal and CRM system enabling clients to view, sign, and pay in a single flow — replacing fragmented workflows with a unified system. Next.js 16, TypeScript, Firebase, Stripe Connect, PayPal Commerce.

Churn Radar (AI System)
LLM-powered churn prediction system analyzing behavioral and communication signals to trigger automated retention workflows. Anthropic Claude SDK, Gmail API, Firestore, Resend.

PROFESSIONAL EXPERIENCE

Founder & AI Product Engineer | Nail It Marketing Co. / Flow Motion AI, Austin, TX — Jan 2026 – Present

- **$20M+ revenue, 500K+ leads, 4.3x ROAS** — Built and scaled AI-driven marketing and product systems across 100+ projects for contractor clients.
- **40%+ manual ops reduction** — Designed and deployed AI automation workflows (Claude + n8n) for lead routing, follow-ups, review generation, and AI chatbot systems.
- Developed and launched multiple production platforms using Next.js, Firebase, and GA4-driven optimization — including buildaustintx.com (#1 Google ranking in 6 weeks), onpointcm.com, hwtconstruction.com, and Better Odds Podcast.
- Built Onboarded — a full SaaS proposal platform (Next.js 16, TypeScript, Firebase Auth/Firestore, Stripe Connect + PayPal Commerce) with 11-slide interactive proposals, CRM, invoicing, analytics dashboard, and tiered subscriptions.

- Built Churn Radar — an AI churn early-warning SaaS using Anthropic Claude SDK, Gmail API, Firestore, and Resend. LLM classification pipeline with weighted signal-stacking risk scoring and automated founder alerts.
- Architected a Label Promo System — serverless monorepo (Turborepo, pnpm, Fastify, Cloud Run) with JWT tokenized access, Zod schemas, event-sourced Firestore, and TypeScript strict mode. Built newhumanmusic.com as an installable PWA with offline support and eCommerce.

Fractional CTO | Search and Convert, Austin, TX 2025

- Led technical strategy and execution for a digital marketing agency transitioning to AI-powered services — built and shipped client sites (onpointcm.com, pjchristie.com), managed the company website, and led a team of developers.
- Co-architected the company's strategic pivot from traditional SEO services to AI-powered marketing — integrating LLM-driven content workflows, automated campaign tooling, and AI analytics into the agency's service offering.
- Operated as both architect and individual contributor: scoping projects, writing production code, managing deployments, and mentoring junior developers while steering technical direction across the organization.

Technical Lead & Marketing Director | River City Roofing (via Kick Flip LLC), Austin, TX Jun 2024 – Jan 2025

- **5x lead conversions in 60 days** — Built and launched a high-converting WordPress site for a 9-branch national company.
- **1,000% organic traffic growth** — Through technical SEO, content architecture, and site optimization.
- Implemented AI chatbot workflows reducing response time by 80% and increasing close rates.
- Managed distributed cross-functional team across U.S. and India, coordinating paid media, analytics, and multi-branch campaigns.

Founder & Full-Stack Developer | Kick Flip LLC, Austin, TX 2011 – Dec 2025

- **60+ production sites shipped** — Built and delivered web applications using React, Next.js, WordPress, Shopify, and Webflow — each scoped, designed, and delivered end-to-end.
- **80–500% revenue increases** for clients through performance-driven UX, conversion optimization, and integrated digital campaigns.
- Managed $100K+ budgets across 100+ projects, leading distributed teams of developers, designers, and PMs for clients from startups to international brands.
- Built tandem.bank (FDIC-insured Tandem Bank, Atlanta) from Figma designs using WordPress and Elementor for agency partner Oxley — also delivered diviningpoint.com and the City of Kenai municipal site.

Marketing & Development Director | Texas Business Development Group, Austin, TX 2019 – 2021

- **289% traffic increase in 5 months** — Trained internal team on AI-assisted SEO tooling and led technical/marketing integration across teams and agency partners.
- Managed $20K–50K/month paid media spend with real-time optimization across PPC, social, and email channels.
- Led post-merger technical integration: directed offshore dev team to ship couchpotatoes.com on a tight deadline while managing a digital marketing agency partnership.
- Pivoted operations during COVID-19 to medical equipment manufacturing; negotiated city contracts that saved jobs and generated national media coverage.

Co-Founder & Senior PM | Session Music Group, Austin, TX 2016 – 2019

- Co-founded and built a SaaS marketplace for the music industry — designed product vision, architected the platform, and attracted interest from Rolling Stone and Netflix before the project shut down due to a contractor breach.
- Led Agile/Scrum engineering team through full product lifecycle: ideation, MVP build, sprint execution, multi-tenant architecture, and go-to-market launch.
- Developed eCommerce platform with recommendation engine and Braintree payment integration.
- Managed $200K IT budget for POS, insurance, and infrastructure upgrades.

Frontend Developer | Sears Holding Corporation, Chicago, IL 2010 – 2011

- Built dynamic frontend experiences and interactive ad campaigns for Sears.com and Kmart.com at enterprise scale.
- Created the Stevie Award-winning “Zombie Campaign” (2010) for innovation in interactive marketing.
- Wrote production SQL queries and multi-level ad experiences using HTML5, CSS3, JavaScript, and CoffeeScript.

EDUCATION & CERTIFICATIONS

B.A. Interactive Media Development — Art Institute of Chicago

A.A. Marketing — Virginia Commonwealth University

Certifications: SEO/SEM (Yoast, SEMrush, GA4) | WordPress/Elementor | HubSpot CRM | Project Management (Agile/Scrum)

PORTFOLIO

nailit.marketing | flowmotions.ai | buildaustintx.com | newhumanmusic.com | onpointcm.com | hwtconstruction.com | tandem.bank | diviningpoint.com | couchpotatoes.com | kenchristensen.dev