



# BRODY BERSON

Product focused hacker and leader.

Grand Rapids, Michigan | mynamebrody.com

Open to opportunities as a technical staff/senior solutions engineer focused on enterprise customers and partners.

## WORK EXPERIENCE

### MAGIC

Lead Solutions Engineer | May 2023 - Dec 2023

- Helped medium to large enterprise customers, mostly C-suite contacts, understand what is technically possible with Magic's products.
- Understood user and partner technical requirements and communicated how Magic can solve their onboarding and checkout flow needs.
- Had a deep understanding of the Magic SDK and how to integrate it into different languages and frameworks, such as React.js and Next.js.
- Contributed to technical content, proof of concepts, and demos to show customers how to implement specific use cases or best practices.
- Worked closely with customer success to ensure customers onboard, launch, and renew successfully.

### METAVVERSE GROUP

Head of Product | Dec 2022 - May 2023

- Along with our CTO from cocoNFT, we built out an entire Engineering and Product organization internally, working cross-functional with our Sales teams.
- Constructed an entire Knowledge Base of best practices, playbooks, and guides for the entire organization to keep them organized.
- Implementing all of our best practices, we turned a consulting company into a technical product team with a multi-year roadmap within the Metaverse space and started executing on that strategy.
- Trained 6 existing team members how to use product management tools, such as Linear, and incorporate these learnings into their every day process as they spin up and down new client projects.

### COCONFT (ACQUIRED BY METAVVERSE GROUP)

Cofounder and Chief Product Officer | Mar 2021 - Dec 2022

- Spearheaded the launch of cocoNFT, a web3 B2C product, enabling millions of non-crypto users to create NFT digital collectibles from Instagram posts, propelling the company to an acquisition by Metaverse Group.
- Managed day-to-day operations and successfully raised two rounds of pre-seed funding, demonstrating strong leadership and strategic skills. Interview for Y Combinator twice.
- Built and led a team of 12 employees, including a direct team of 4 engineers, fostering Agile methodologies to streamline operations and strengthen stakeholder relationships.
- Conducted comprehensive user research with our Principal Designer, identifying market gaps and barriers for non-crypto users, driving product improvements and user adoption.
- Helped negotiate the acquisition of cocoNFT to Metaverse Group.

## ZAPIER

Lead Solutions Engineer | Oct 2020 - Feb 2022

- Worked directly with API partners and developers and helped them build in-depth integrations with Zapier using our Developer Platform and Partner APIs.
- Created documentation, guides, as well as a YouTube Developer centric playlist of videos detailing all of Zapier's embeddable options and some complex integrations.
- Implemented a streamlined process for the Partnerships team to field inbound leads to prioritize where the Solution Engineers could best fit in during their interactions.
- Worked cross-functionally with Engineering, Product, Partnerships, and the newly budding Sales organization to influence the product roadmap based on what Partners were asking for.

## SQUARESPACE

Senior Technical Support Engineer | Jun 2020 - Oct 2020

- Actively worked with developers and partners trying to integrate with the growing number of Squarespace APIs and setting them up for success.
- Worked with the API Development team to prioritize new endpoints based on what features key stakeholders were requesting.
- Built out proof-of-concept integrations to show off the capabilities of the various APIs.

## ZAPIER

Engineer, App Integrations | Nov 2016 - Jun 2020

- Was a very early employee when it surpassed 2,000+ connected APIs and worked with our Third-Party developers to assist in building and reviewing new integrations.
- Provided developers the first line of support and actively reviewed and QA'd all new integrations that were submitting to go public onto our Platform.
- Grew into our Strategic Apps team working in conjunction with Partnerships to actually build out brand new NodeJS integrations that we believed would be strategic to have available to our users.
- Maintained and deployed bug fixes for our legacy integrations developed in Python.

## INVOCA

Software Quality Assurance Engineer | Jun 2015 - Nov 2016

- Led the Quality Assurance efforts at Invoca's Boulder office gaining new skills like regularly communicating with remote co-workers from around the world, solving new and unique problems.
- Was the sole SQA Engineer for our development team who wrote all of the automated end-to-end Capybara tests, as well as manual test plans throughout the continuous development sprint cycles.
- Became a Scrum Alliance Certified ScrumMaster® (CSM) and led the six member scrum team.

## YELLO

Software Quality Assurance Engineer | Jul 2014 - May 2015

- Provided the first line of application support to users and clients of Yello (formerly RECSOLU).
- Helped support system availability of our web and mobile applications in production and staging environments.
- Worked independently with customers during implementation, and in production, to provide dedicated and exceptional service, including troubleshooting at a technical level.
- Became the main test automation engineer using Cucumber and Capybara to create automated tests with Jenkins as the continuous integration tool.

## EDUCATION

### GRAND VALLEY STATE UNIVERSITY

Bachelors Computer Science | Jun 2010 - May 2014

## PROJECTS

### DOOP DOOP BOT

2023

Built out an entire Node based TypeScript app utilizing Twitter, Discord, Alchemy, and various other's APIs to keep track of Doodle's douplications occurring on the Ethereum Blockchain.

### COCKTAIL DATABASE

2022

After numerous attempts at creating Google Docs/Sheets to organize my favorite recipes and catalogue my cocktail books, I finally started an Airtable to keep track of everything.

### PIZZA DASH

2015

Hack your Amazon Dash button to order yourself Domino's pizza! I wrote a blog post about my experience here on [Medium](#)! Featured on sites like [The Verge](#), [Gizmodo](#), [Consumerist](#), and [Lifehacker](#) among many others.

### DRIZLY DASH

2015

Hack your Amazon Dash button to order yourself Beer along with your pizza from Drizly! I wrote a blog post about my experience here on [Medium](#)!