Grady Gaugler

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AI-native product builder who turns user problems into shipped products. Built and launched two iOS apps end to end with AI coding agents, and owned accounts, billing, and growth as a product manager at GitKraken.

WORK EXPERIENCE

GitKraken

Product Manager (Accounts, Billing & Growth) 2022 - 2026

Owned accounts, subscriptions, billing, and pricing across developer tools serving 100K subscriptions, working with engineering, design, and the CEO, CFO, CMO, and CPO. Led product design and implementation of SSO.

- Initiated and built GitKraken's first AI evaluation framework, including human benchmarking and LLM judges, improving commit message generation upvotes from 55% to 75%.
- Grew the organic seat-expansion rate 60% in one year with domain matching, raised new-subscription conversions 15% with a student plan, and cut churn 10% with a new cancellation flow.
- Increased checkout conversion 15% through a researched checkout redesign and a year of A/B tests across checkout, login, and onboarding.
- Reduced billing-related customer tickets 80% by learning an opaque billing system with engineers and prioritizing bug and architectural fixes.
- Built functional prototypes with AI coding tools to cut design back-and-forth by ~4x, then prepared draft implementations to speed development by up to 2x.

Apple

Apple Pay Internal Tools & Automation Engineer 2022

Six-month rotation. Built a Slack app that surfaced team progress and blockers for leadership and a bug-report log parser that sped diagnosis.

Technical Expert 2019 - 2022

Reached the highest appointment volume with a 100% NPS within three months, built a training plan for a new team, and raised trade-ins 40% in one month.

PROJECTS

Well Said *(well-said.app)* 2026

Built and launched an AI quotes app for iPhone and iPad that finds quotes from a plain-language description, owning product, design, and engineering end to end with AI coding agents.

- Built the SwiftUI app, Convex backend, Sign in with Apple, subscriptions, offline-first sync, and AI search with embeddings and eval sets; instrumented PostHog analytics, AI traces, and alerts.

Song Sweeper *(songsweeper.com)* 2025 - 2026

Built and launched an iPhone app that cleans up Apple Music libraries where no product existed, owning product, UX, development, QA, analytics, and launch with Claude Code.

- Grew revenue sixfold, reached #1 on the App Store for duplicate songs, and achieved 10% search impression-to-download and 20% download-to-purchase conversion through positioning, ASO, and UX.

SKILLS

AI coding agents (Claude Code, Codex) · LLM evaluations · RAG and semantic search · iOS apps (SwiftUI) · Convex backend · Next.js and Vercel · Product analytics (PostHog) · A/B testing · Pricing and subscriptions · Checkout optimization · ASO · SQL

EDUCATION

M.S. Innovation and Venture Development — W. P. Carey School of Business, Arizona State University 2020 - 2021

B.S. Robotics Engineering — Ira A. Fulton Schools of Engineering, Arizona State University 2016 - 2020