

BRIAN JOHNSON

Product Manager

(347) 893-9417 | bjohnson1041@gmail.com | brianjohnson.work | [LinkedIn](#) | [Github](#)

SUMMARY

Product manager for ambiguous 0-to-1 B2B problems. A decade selling and shaping enterprise SaaS, four years owning a product and brand as a founder, and a year taking six products from discovery through shipped MVP as the product and design owner. Prototypes in code with Claude Code, Figma Make, and Replit to turn assumptions into evidence in days, not sprints.

PRODUCT EXPERIENCE

Product Partner (Product & Design) *Jul 2025 – Present*

- Product owner for six 0-to-1 products across marketplace, edtech, wellness, consumer AI, and nonprofit in fifteen months. Ran discovery, chose which segment to build for, cut scope to the smallest testable bet, and prototyped it in code.

SELECTED PRODUCT WORK

Prepare | 0-to-1 AI Consumer Product, Shipped *Sept 2026 – Present*

- Took Prepare from one user's pain point to a public launch in under a month. The insight: people don't open a weather app for the forecast. They want to know what to wear and carry today.
- Scoped the MVP to that one job, outfit and gear advice from current conditions and rolling 3-hour shifts. Wardrobe integration and seasonal shopping went on the roadmap instead of into v1.
- Decided where AI belongs: a deterministic rules engine makes the safety-critical calls (rain gear, wind and UV protection), and Gemini only writes the guidance around them, so the core advice can't be hallucinated. Added an offline fallback so the product still works when the AI layer fails.
- Built and shipped it myself in TypeScript and React. Renamed it from Today.io to Prepare to name the job it does, and launched publicly with a direct ask for user feedback. 20 research participants now use it daily.

brianjohnson.work | AI Portfolio & Assistant, Shipped *Oct 2026*

- Rebuilt my portfolio with Claude as a Notion-style workspace, turning 100+ Notion docs and Figma files into PM case studies.
- Shipped a Gemini assistant on Google Cloud Run that answers recruiters' questions from the case studies, with sources.
- Capped cost and abuse from day one: 10 questions per visitor a day and a self-enforced \$10 monthly budget.

Just Hair AI | 0-to-1 AI Product, Founder-Led *Sept 2025 – Present*

- Put a working AI hair-and-scalp analysis prototype in front of users within weeks, after 6+ discovery interviews showed users weren't short on information. They were short on trust in it. 85% completed the core flow in unmoderated testing.
- Cut the obvious "more content" roadmap, since users already relied on YouTube and community forums. Bet instead on GPT-powered photo and video analysis with a feedback loop designed to earn trust over repeated use.
- Built the prototype myself in Replit and Claude Code, with personalization designed as swappable modules (hair type, climate, product, routine) so new categories ship without rework.
- Owned the roadmap and dual B2C/B2B revenue strategy, sequencing consumer acquisition ahead of the business motion.

Zcroot | 0-to-1 MVP, AI Career-Readiness Platform *Jan 2026 – Feb 2026*

- Shipped a demo-ready MVP in six weeks that moved into engineering build with no major rework and carried live investor and university conversations.
- Scoped a two-sided product where students are the users and universities are the buyers, so scope had to serve both student engagement and the institution's reason to pay.
- Rejected the founder's flat information architecture and restructured the product into four domains, a scoping call that changed what got built.
- Reworked the freemium cap from 10 views a month to 5 a day, trading headline generosity for daily habit and clearer upgrade pressure.
- Overruled the brief when evidence said to: rejected a founder's information architecture, a founder's freemium model, and my own first product thesis after research contradicted each.

COT | Marketplace MVP, Booking & Payments *Nov 2025 – Dec 2025*

- Replaced a fully manual, offline booking process with a mobile booking and payments system serving three user types. Cut 25 ideas to an 8-feature MVP: 100% task success with 4 testers, now in development.

- Diagnosed a payer/user split (parents decide and pay, students use) and served both from one platform with role-aware onboarding and trust-anchored tutor profiles.
- Owned the payments and checkout workflows, and designed credit-based tiered pricing to turn one-time bookings into recurring revenue without pricing out price-sensitive families.
- Ran iterative usability testing with executive stakeholders, weighing their need for engagement and retention visibility against friction in scheduling and payment.

M2Squared | Nonprofit Brand & Website Rebuild *Apr 2026 – Jun 2026*

- Shipped a production site in Framer, working contact form included, with no engineering handoff. It replaced a site with broken integrations and no content updates since 2021.
- Reframed positioning beyond the organization's own tagline, surfacing a mission scope the client hadn't articulated.
- Found that parents, a core audience, were treated as an afterthought, and rebuilt an 8-section architecture around both audiences with one consistent action model on every page.

GoTukang | Service Marketplace Concept, Gojek *Jul 2025 – Sept 2025*

- Research showed trust, not handyman supply, was why informal sourcing failed. Reframed the problem from "find a handyman" to "prove trustworthiness at a glance."
- Specified a structured marketplace (one job sent as an invite to several tukangs who each propose, scheduling, ratings, two-way messaging, and a systemized trust layer) to replace word-of-mouth sourcing.
- Self-directed concept, designed within Gojek's existing platform standards so it stayed realistically shippable inside the app. The hi-fi flow reached 100% task success with 7 unmoderated Maze testers.

COMMERCIAL & GTM EXPERIENCE

SaaS Account Executive | Cuttable *May 2026 – Present*

Ad creative platform for growth and performance marketers. Built internal Claude-based automations and custom pitch tooling to increase output, personalization, and speed across the sales motion.

SaaS Account Executive | Notion *Aug 2022 – Aug 2024*

AI-native workspace and productivity software. Sold to enterprise as Notion scaled toward \$100M ARR, consistently hitting 90%+ of a \$180K quota. Partnered with product and engineering on feature development and selection, acting as the customer voice inside roadmap conversations.

SaaS Account Executive | Bravely *Feb 2021 – Aug 2022*

On-demand professional coaching platform for enterprise teams. Founding sales team member; closed \$150K+ ACV enterprise deals for a category the market did not yet have a budget line for.

SaaS Account Executive | Bonusly *Oct 2018 – Feb 2021*

Employee recognition and engagement software. 4th sales hire; managed a \$1.5M pipeline and fed live customer insight directly into content and product strategy.

Business Development Representative | BuildingConnected *Nov 2017 – Oct 2018*

Construction bid-management software (acquired by Autodesk). 6th SDR hire; contributed to a 50% increase in company-wide sales-qualified opportunities.

Business Development Representative | Seamless Docs *Apr 2017 – Nov 2017*

Government e-signature and form-automation platform (acquired by Kofile).

TOOLS & SKILLS

Prototyping & Build: Claude Code, Claude Design, Replit, Lovable, Figma Make, Framer, Google AI Studio, Gemini API, Google Cloud Run, Cloudflare

Design: Figma, FigJam, Figma Sites, Adobe Illustrator, Adobe Lightroom

Other: Notion

EDUCATION & CERTIFICATIONS

Mercy University: BS in Finance & Accounting, Business Honors Student

Completed: UX/UI Design Academy Graduate, DesignLab (2024–2025); AI in Product Design Certificate, ELVTR; Google UX Design Certificates (UX Design Process, UX Research & Testing, Wireframes & Lo-Fi Prototypes, Hi-Fi Designs & Prototypes in Figma), AI Agents Course, Google; AI Prototyping Course, DesignLab