



# Charlie Kubal

Product-Focused Entrepreneur

San Francisco, California

## Who I Am

I'm an entrepreneur focused on building products to improve people's lives. I co-founded a startup, Chronos, that used passive mobile sensor data to show people how they spend their time, let them set goals, and help them live more intentionally. Our second product, Waldo, used similar passive data to help them stay connected to the most important people in their lives. I'm passionate about taking psychologically (and often, technically) complex issues and designing simple people-facing solutions to enable enjoyable, positive behavioral change.

## What I've Done



**Life360 (via Chronos acquisition)**

**Lead Product Manager, Driver Behavior & IoT (2015-16)**

Implemented Chronos location tech into Life360's product, shipping out to 50M+ families. Lead Driving Behavior initiative to use mobile sensor data to determine information like Top Speed and Distracted Driving to encourage safer driving habits and gather world's largest collection of behavioral driving data.



**(acquired by Life360)**

**Co-Founder, Head of Product (2012-15)**

Founded with Dylan Keil, launched mobile app to passively track where people spent their time. Lead Product and Design. Built industry-leading background location tech; 100K+ downloads, top 50 Lifestyle App, raised from top investors. Conducted analysis users in NYC vs SF, published in Atlantic Cities, BI, SFist.



**Independent Music Project, Producer & DJ (2010-Present)**

Debut album, 'the notorious xx', received 1M+ downloads in 10 days and coverage from NPR, The New Yorker, and The Guardian. Released several albums and performed with Lil Wayne, Capital Cities, and Wiz Khalifa at Giants Stadium in NY, Fashion Week in Toronto, the top club in Bangkok, and throughout SF.



**Online Operations Associate (2008-10)**

Primarily Google Calendar, 20% time on Google Voice. Helped prioritize feature requests and bug fixes. Received Platinum Exceptional Contribution award for behavioral study and statistical analysis cited as future of department.

## Where I've Learned

**Stanford Graduate School of Business**

**MBA (2010-12)**

Coursework included Formation of New Ventures, Entrepreneurship & VC, Social Networks, Cloud Computing, Consumer Behavior, and Interpersonal Dynamics.

**Columbia University**

**BA, English Literature & Psychology (2004-08)**

Coursework included Attention & Perception, Social Cognition, Creative Writing, and Recorded Sound Music Production. Studied abroad in London in Spring '07.

## Contact

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## Passions

Mobile UX Design

Product Development

Creative Problem Solving

Operational Efficiency

User Interviews

Rapid Prototyping

Developing User Journeys

Typography

Design Thinking

## Tools

Photoshop



Illustrator



Sketch



Flinto



Principle



Figma



Zeplin



Bootstrap



InVision



Pixate Studio



HTML



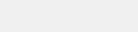
CSS



Xcode / Swift



Javascript



## Methods

Scrum

Kanban

Agile

## Interests

DJing/Music Production

Psychological Effects of Tech

Creative & Analytical Writing

Running (Ultramarathon Finisher)

Low Budget Travel (40+ countries)

Pop Art

Designing Physical Spaces

Album Art Design

Future of Education

Throwing Events

Music Curation

My Dog, Rufus, & His Instagram