

GREY WEISSEND

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Product leader with 6+ years of experience building and scaling innovative applications from zero to one. Specialized in product strategy, end-to-end rapid product development and customer discovery scaling apps to 5,000 users

EXPERIENCE

MYELIN DESIGN

2023 – Present

Founder & CEO

Founded product development consultancy delivering end-to-end application development for high-growth startups.

- Developed MyHealthApp.org and Burnt from concept to launch, scaled to 100+ active users and funded by Launch VC
- Drove customer discovery and feature prioritization through 70+ interviews with allergists, nurses, and patients
- Implemented new technical stack using AI agents to increase product development velocity by 500%
- Built revenue to \$5,000 MRR and equity stakes valued at \$300,000 through strategic partnership model

J.P. MORGAN CHASE

2020 – 2023

Vice President, Digital Innovation

2022 – 2023

Owned strategy and delivery of real-time investment advisory platform, increasing client engagement by 70%

- Led cross-functional team of 14 engineers and designers, taking product from concept to launch on Apple App Store.
- Delivered new data pipeline with 7 stock exchanges, provided clients with real-time market data with lowest latency
- Built product roadmap and launch plan for mobile app, piloted with 42 clients.

Associate, Digital Innovation

2020 – 2022

Launched internal incubation studio and scaled rapid product development across business units.

- Formulated, pitched, and launched AreaX incubation studio to accelerate "zero to one" product development.
- Led development and launch of Tuesday app, growing user base from 0 to 5,000+ users.
- Scaled AreaX program to J.P. Morgan Private Bank division, successfully incubating 3 minimum viable products.

Analyst, Digital Strategy

2018 – 2020

Validated business opportunities and implemented technology solutions to resolve operational pain points.

- Evaluated 1,000+ ideas for resolving business pain points, developed top 3 concepts into functional MVPs over 6-month development cycle.
- Crafted implementation strategies for new technology solutions, including A/B testing frameworks and workflow automation systems.

SEED ENDOWMENT

2016 – 2017

Chief Investment Officer

Directed portfolio strategy and risk management for \$5.65 million AUM university fund.

- Led cross-functional teams to develop portfolio strategy, sector allocation, and risk management frameworks for \$5.65M endowment fund.
- Shaped and stress-tested investment analysis across team of 30 members spanning 7 sectors, reporting directly to VT Endowment CEO.
- Delivered 17.08% gross returns on 42 holdings, outperforming S&P 500 Index by 11.95% over 12-month period.

RVA ELECTRONICS, LLC

2013 – 2015

CEO & Founding Partner

Built and scaled e-commerce arbitrage business generating \$20,000+ annual profit.

- Founded e-commerce business purchasing bulk-returned electronics from major retailers through competitive bidding process.
- Identified and exploited price variations across online-offline marketplaces, generating over \$20,000 profit annually.
- Managed end-to-end operations including inventory indexing, marketing, and sales of 2,000+ items monthly across multiple channels.

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY	2022
Post-BACC Studies	
FULLSTACK ACADEMY	2020
28-week intensive coding bootcamp focused on JavaScript, Node.js, and React	
TSINGHUA UNIVERSITY	2018
Master of Global Affairs (3.69/4.0)	
Fully-funded scholarship for next generation global leaders (4% acceptance rate)	
VIRGINIA TECH	2017
Bachelor of Science, Business (Finance), Minor: Leadership Magna Cum Laude (3.76/4.0)	

SKILLS ACTIVITIES

- Product strategy and roadmaps, UI/UX design, customer discovery, hypothesis-driven testing, HIPAA compliance
- Yoga instructor (200HR certified), van life adventurer (30K miles, 20+ national parks), world traveler (40+ countries)