Frederick Casey-Housand

San Francisco, CA 94102 | 415-608-5050 | Frederickcaseyhousand@gmail.com
Linkedin: https://www.linkedin.com/in/frederick-casey-housand Github: https://github.com/inSAnE1466

AI/ML Product Development | Building enterprise AI solutions, marketing automation tools, and data infrastructure |
Experience in Data Analyst, Product Management, SWE, and Growth roles.

EDUCATION

University of California, Los Angeles   **Los Angeles, CA**
Bachelor of Arts, Economics, Minor, Environmental Systems and Society   *GPA: 3.5, 2023-Expected Graduation: December 2026*

Bishop O'Dowd High School   *GPA: 4.35, 2019-2023, Class Rank: Top 1%*

PROFESSIONAL EXPERIENCE

AI Product Management Intern   **Los Angeles, CA**
Larta Institute   *May 2025–December 2025*
- Developed and tested an AI pilot to navigate complex data architecture demands and complete repeatable end-to-end workflows
- Constructed comprehensive specs for an AI pilot, complete with competitor analysis, gaps analyses, and technical feasibility research
- Performed market research, data analytics, and SOP creation for company TABA programs and incubator program data
- Collaborated in the development of official government reports for NOAA and USDA, as well as internal company documents

Junior Software Engineer   **San Francisco, CA**
Wheel the World   *August 2024–January 2025*
- Developed and launched in-house AI-powered MarTech that improved clickthrough rates by ~20% and response rates 2x
- Deployed customizable automation within CRM system flows with Facebook client funnels
- Built verticalized AI tools for marketing team to automate CRM flows within HubSpot
- Developed and launched an AI Agent to use customer data to send personalized messages through social media

SWE and Growth Intern   **San Francisco, CA**
Wheel the World   *May 2024–August 2024*
- Built file organization and compression system for ~100 GB of company image data to improve data quality
- Conducted market research and met with clientele to optimize company content-creation workflows and improve UX
- Created comprehensive technical documentation and multiple company-wide presentations about workflow automation

PROJECT EXPERIENCE

Enterprise-Scaled Context Engine for AI Implementations   **Los Angeles, CA**
Project at Larta Institute   *2025*
- Built an MVP for a hybrid AI context solution designed to index company-specific data including scientific jargon, industry-specific terminology
- Implemented Knowledge Graph and RAG vector databases, optimizing semantic chunking improving precision@k metrics
- Developed detailed specs, performing cost, feasibility, and mitigation analyses to prove product viability

AI Image Organization and Compression Algorithm   **San Francisco, CA**
Project at Wheel the World   *2024*
- Implemented a company-wide image database organization tool using AI to categorize different types of images
- Classified with AWS Rekognition and file metadata, and implemented lossless compression
- ~100k+ API uses over the first month after launch, exceeding launch expectations
- Architected a website portal for marketing and sales teams to interact with the database, and Smart Search for images with AI tagging

Leader, Oakland Branch of *Tree-Plenish*   **Oakland, CA**
Leadership Experience at Tree-Plenish   *2023*
- Organized and executed community planting events of 100+ fruit trees to offset ~½ yearly carbon emissions of local high school
- Led a team of 6 during marketing, fundraising, and logistics, including industry professionals and community leaders
- Navigated legal restrictions, fundraising hurdles, and volunteer training to successfully run two (~20 person) volunteer planting days
- Nationally recognized for sustainability efforts

ADDITIONAL INFORMATION

Skills: Fullstack development, Internal Tools, MS Office, Adobe Suite, Advanced CRM Automation, SEO, Web Development, AWS Console, CRUD Apps, Data Visualization, Technical Documentation, Feasibility/Cost Analyses, Google Cloud Console, UX Design Principles, Excel VBA, Business case creation, Conversationally fluent Spanish

Awards: David Brower Conservation Award - awarded to young environmental leaders who made dramatic community impact (1/1500)

Certifications: Fundamentals of Graphic Design, *California Institute of the Arts*, Google Ads - Management, *Google Skillshop*

Languages: Javascript, Typescript, Python, SQL, React.js, Next.js, Tailwind CSS, R, AI-SDK