Michael McCarty

Product Manager | Project Manager | Software Developer

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WORK EXPERIENCE

Product Manager & Software Developer
Sep 2024 – Present

Serpent Industries LLC · Phantom Trace: an AI-powered identity intelligence platform

- Led product discovery, market research, and TAM analysis for Phantom Trace from the concept stage; built investor pitch decks and presented the product to investors.
- Managed a four-person Agile team from planning through development, owning the roadmap, user stories, priorities, and milestones.
- Co-architected the platform with developers, integrating multiple APIs that power everything from reverse facial recognition search to how findings are shown to users.
- Developed the Angular front end and AWS hosting and security; trained and architected a custom LLM and reviewed code in GitHub with the dev team.
- Drove brand, go-to-market, and launch planning; ran UAT and customer surveys in the closed beta, then reached 100+ users in the first 3 weeks of the soft beta launch, which began Oct 13, 2026.
- Supported legal counsel in filing two patent applications.

Founder
Feb 2023 – Sep 2024

Inicio Sport · Allentown, PA

A direct-to-consumer apparel brand built and run on Shopify, generating ~$150,000 in revenue across ~5,900 orders and 4,100 customers.

- Owned the full P&L, pricing products against a $10 unit cost to sustain 64–71% gross margins.
- Designed the product line and managed sourcing, vendors, production, and fulfillment.
- Ran paid and organic campaigns on TikTok, Instagram, and Facebook, shifting spend based on performance.
- Handled customer service directly, building a working understanding of customer needs.

Retired the brand in Sep 2024. It was my first hands-on experience managing a product end to end: understanding what customers need, working with suppliers on sourcing and production, and balancing cost, quality, and demand.

Architectural Intern
Sep 2024 – Jan 2025

JR Frank Design LLC · Wayne, NJ

- Prepared AutoCAD drawings for residential and commercial projects, revising plans with a senior architect.
- Coordinated with contractors through project completion.

Product Manufacturing Intern
May 2022 – Aug 2022

Tyber Medical LLC (now Exalta) · Bethlehem, PA

- Planned equipment layouts for manufacturing facilities in PA and FL with project managers and engineers, and helped improve manufacturing processes and equipment.

PROJECTS

ApexArcade — iOS Arcade App · Join the TestFlight beta

- Designed and developed an iOS arcade app in React Native with original mini-games, a dual-currency rewards system, and weekly leaderboards.
- Took the app from concept through a public TestFlight beta to App Store review.

SKILLS

Product Management: Product strategy · Roadmaps · User stories · Prioritization · TAM analysis · Go-to-market · UAT

Project Delivery: Agile · Scope management · Remote team leadership

Technical: Angular · React Native · Python · AWS · GitHub · Computer vision · AI/ML (LLM training, reasoning models)

AI & Emerging Tech: Advanced prompt engineering · Claude · Claude Code · ChatGPT · Higgsfield AI · Meshy AI · AI workflow integration & optimization · AI-assisted business & financial analysis · AI-powered marketing & content creation · AI-assisted software development

Business & Marketing: P&L · Pricing · Brand strategy · Paid and organic social · Supply chain · Shopify

Software: Excel, PowerPoint, Planner · Photoshop, Illustrator, InDesign · AutoCAD, Revit, Inventor · Rhino 3D · D5 Render · Figma · Canva

EDUCATION & CERTIFICATIONS

Kean University, Union, NJ · Master of Architecture, expected May 2027 · Bachelor of Architecture, May 2025, Dean's List

Certifications: Aha! Product Management Professional Certificate · Certified Mid-Level Angular Developer (Certificates.dev) · Certified Junior Angular Developer (Certificates.dev)