

Jake Craven, J.D.

Los Angeles, CA | 818-939-8997 | Jake@JakeCraven.com | [LinkedIn](#)

AI-Native Product Manager

Product manager and builder with 10+ years of experience shipping consumer products—now focused on harnessing AI to collapse the gap between idea and production-grade software. Builds and deploys full-stack applications using AI coding tools (Claude Code) and ships AI-agent-driven products end-to-end. Combines deep product strategy, tokenomics expertise, and hands-on technical execution to rapidly prototype, validate, and launch products that would traditionally require full engineering teams. Holds a Juris Doctor and Product Management Certification.

Core Competencies

- AI-Powered Product Development
- Full-Stack App Building (AI-Assisted)
- Cross-Functional Team Leadership
- Agile / Scrum Methodology
- Rapid Prototyping & Deployment
- Product Strategy & Roadmapping
- Go-to-Market Strategy & Launch
- UI/UX Design & User Research
- AI Agent Architecture & Training
- Prompt Engineering & LLM Workflows
- Stakeholder & Budget Management
- Blockchain / Smart Contracts / Tokenomics

Professional Experience

Red Beard Ventures / Denarii Labs 2023 – Present

Product Manager & AI Builder

Lead product strategy for Tokenomics Accelerator cohort of 15+ companies. Build internal AI-powered tools and dashboards using Claude Code to automate due diligence, accelerator operations, and portfolio analysis. Evaluate early-stage startups and advise on product strategy with a focus on stakeholder-driven development.

- Architected and deployed AI-agent workflows that automated 60% of the due diligence process for 35+ startup investments (\$100K–\$500K checks), reducing assessment turnaround from 2 weeks to 3 days
- Built and shipped internal AI-powered evaluation dashboard using Claude Code, React, and Supabase—replacing manual spreadsheets and standardizing product & technical assessments across the investment team
- Designed prompt-engineered LLM pipelines to generate tokenomics models, competitive analyses, and investment memos, cutting analyst prep time by 50%
- Facilitate tokenomics discovery workshops for 20+ Web3 companies, using AI-generated simulations to help founders stress-test token economies before launch

Knights of Degen 2022 – 2023

Senior Product Manager

Drove product strategy and roadmap for Web3 sports betting and fantasy sports products, collaborating with community, designers, and engineers to build and ship token-gated applications to 8,000+ NFT holders.

- Executed go-to-market strategy yielding 50% increase in website traffic and 10,000 new app sign-ups in the first quarter post-launch
- Leveraged user data from 8,000+ community members to build a feedback-driven product pipeline, increasing customer retention by 30%
- Championed Agile development process across 3 product teams, ensuring on-time delivery of critical consumer-facing applications
- Conducted competitive analysis and market research to architect differentiated Web3 sports and collectible products

LeagueDAO 2020 – 2022

Founder & Principal Product Manager

Founded and scaled a Web3 fantasy sports startup from concept to \$2M+ in funding and \$1.5M in gross revenue. Led 3 globally distributed engineering teams to ship 4 products in 12 months.

- Raised over \$2 Million in funding and generated \$1.5 Million in gross revenue, managing full P&L and product lifecycle from ideation through launch
- Shipped 4 products to market within one year—including smart-contract-based contest engines and a token-gated fantasy sports platform—on time and within budget
- Led cross-functional teams of up to 20, running weekly scrum/sprint planning and improving delivery velocity by 20%
- Built KPI measurement infrastructure achieving 80% accuracy in tracking product usage and customer satisfaction

SingularDTV 2018 – 2021

Vice President – Business Development / Product Manager

Led business development and product management for a blockchain-based entertainment studio, overseeing a SaaS platform for entertainment accounting and a content distribution marketplace.

- Managed team of 7 developers building a SaaS product leveraging blockchain technology for entertainment royalty accounting, implementing Agile sprint cycles that doubled team productivity
- Identified acquisition opportunities and led content negotiations for the company's video-on-demand platform
- Partnered with external clients to develop custom product strategies aligned with their business goals
- Spearheaded video-based focus groups and usability studies to drive iterative product improvements

Gathr Films

2014 – 2018

Product Manager

Guided day-to-day product operations including budgeting, development roadmap, and sprint strategy for a film distribution platform.

- Utilized user data and feedback to inform product priorities, increasing customer retention rate by 2x
- Aligned resources and executed high-profile product launches that grew revenue by 3x

Technical Skills & AI Stack

AI Development: Claude Code | Cursor | OpenAI API | Anthropic API | Prompt Engineering | AI Agent Design & Orchestration

Building & Deployment: React | Next.js | Supabase | Vercel | Node.js | Python | Git/GitHub

Product & Design: Figma | Notion | Jira | Linear | VSCode | Miro

Web3: Solidity | Smart Contracts | Tokenomics Design | DeFi Protocols

Education

***Southwestern Law School*, Los Angeles, CA — Juris Doctor**

2014

***University of California, Santa Cruz* — Bachelor of Arts in Legal Studies**

2010

***General Assembly* — Product Management Certification**

2015