

Yuhua "Gavin" Wu

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SOFTWARE ENGINEER | AGENTIC AI SYSTEMS | FULL-STACK PRODUCT BUILDER

Full-stack software engineer and founder building application-layer AI products, agentic workflows, and operator tools across web, mobile, backend, analytics, and automation. Current work centers on OpenCMO, an AI marketing operating system that turns scattered market signal into positioning, campaign drafts, approval-ready content, analytics, and daily CMO briefs. Experienced across React, Next.js, TypeScript, SwiftUI, Supabase, PostgreSQL, Vercel, Stripe, PostHog, RevenueCat, AI APIs, and product-focused execution.

TECHNICAL SKILLS

AI / Agents: AI APIs, LLM integrations, agentic workflows, OpenCMO, OpenClaw, Hermes, research automation, GTM automation

Application Layer: React, Next.js, TypeScript, JavaScript, full-stack web apps, product dashboards, workflow tools

Backend / Data: Supabase, PostgreSQL, REST APIs, Vercel, serverless workflows, data ingestion, reporting pipelines, RLS / tenant safety

Mobile / Product: SwiftUI, iOS, StoreKit 2, RevenueCat, location workflows, notifications, user-facing product iteration

Analytics / GTM: PostHog, RevenueCat metrics, funnel analysis, competitive audits, Reddit/community radar, market research

Product / Collaboration: Product demos, user feedback sessions, customer conversations, Bay Area events, local partnerships

EXPERIENCE

Founder

OpenCMO | San Francisco Bay Area | Jun 2026 - Present

Founded and shipped OpenCMO, a web-first AI marketing operating system for founders, teams, and businesses that need a repeatable growth engine.

- Turn scattered market signal into clear positioning, campaign drafts, approval-ready content, analytics feedback loops, and daily CMO briefs.
- Built public OpenCMO website and demos, including seeded CurbAlarm and OpenCMO workflows for market radar, campaign generation, approval queues, reports, and guarded AI CMO chat.
- Productized Brand Brain, competitor intelligence, artifact ledgers, approval queues, CMO briefs, analytics workspaces, and human-in-the-loop workflows for practical application-layer AI.
- Designed protected product modules for dashboard, products, radar, campaigns, approvals, reports, analytics, chat, partner mode, and admin readiness workflows.
- Architected invite-only design-partner flows with workspace membership, Supabase-backed data models, RLS/tenant-safety guardrails, sanitized job states, and private/internal execution boundaries.
- Dogfooding OpenCMO through owned products, starting with CurbAlarm, an iOS parking-ticket prevention app used as the first internal growth case study.
- Built production scaffolding across Supabase, Vercel, Stripe, PostHog, RevenueCat, and deterministic worker fallback while keeping checkout and external publishing behind safety gates.

Founder / Product Builder

Kael AI Product Studio | San Francisco Bay Area | Feb 2026 - Jun 2026

Built early AI-native product experiments across mobile, web, backend, analytics, automation, and agentic workflows.

- Developed OpenClaw and Hermes as internal automation layers for recurring research, GTM analysis, analytics reporting, product discovery, and founder operations.
- Prototyped full-stack product surfaces using React, Next.js, TypeScript, Supabase, PostgreSQL, Vercel, AI APIs, PostHog, and RevenueCat.
- Built early CurbAlarm iOS and backend systems for parking-sign understanding, curb-rule maps, parked-session workflows, alarms, analytics, and subscription infrastructure.
- Consolidated the strongest product direction into OpenCMO as the primary company, with CurbAlarm as the first owned app and dogfood case study.

Chief Technology Officer

Smith Enterprises and Maintenance | San Francisco Bay Area | Jul 2023 - Jan 2026

- Lead software development, IT management, website strategy, SEO, social media, lead generation, and business tooling.
- Built the company's web platform using React, Next.js, CSS, JSX components, Redux, and Vercel hosting.

Web Software & IT Management

San Francisco International Arts Festival | San Francisco Bay Area | Apr 2023 - Feb 2024

- Managed website software, IT operations, mobile responsiveness, user experience improvements, and digital infrastructure.
- Built public website features and integrated Facebook Event and Graph APIs for event marketing and audience engagement.

SELECTED PROJECTS

OpenCMO

AI marketing operating system for repeatable growth operations.

- Productizes the operating loop I use internally: scan the market, cluster customer pain, generate campaigns, approve artifacts, track conversion, and receive a daily CMO brief.
- Focus areas include market radar, competitor analysis, positioning, campaign strategy, Reddit/social listening, pain-point discovery, approval-ready assets, Brand Brain, and analytics feedback loops.
- Built for practical application-layer AI: source-aware workflows, human approval, durable context, and daily operator action instead of one-off prompt outputs.

OpenClaw / Hermes Automation Layer

Agentic workflow layer behind research, analytics, and GTM operations.

- Runs scheduled jobs for market intelligence, product opportunity discovery, Reddit lead collection, analytics reporting, career scouting, and system hygiene.
- Gathers signals, scores opportunities, creates reports, syncs outputs through GitHub, and delivers summaries through Telegram.

CurbAlarm

Owned iOS product and first OpenCMO dogfood case study.

- Built iOS and backend systems for AI parking-sign understanding, curb-rule maps, parked-session workflows, alarms, analytics, city rule data, and subscription infrastructure.
- Using CurbAlarm as the first internal product to test OpenCMO's market radar, positioning, campaign drafts, approval workflows, analytics feedback, and daily CMO briefs.
- Stack includes SwiftUI, Supabase, PostHog, RevenueCat, AI APIs, and automation workflows.

EDUCATION

San Francisco State University

Bachelor's Degree, Computer Science, 2022