

JACOB BALLOU

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Product Architect & Design Leader with a "Founder's Mindset" and 10+ years of experience designing and delivering high-performance products in **Fintech, Gaming, and HealthTech**. I specialize in bridging the gap between technical complexity and business ROI, having scaled infrastructure that processed **\$15B+ in volume** and boosted platform revenue by **400%**.

Whether architecting **advanced trading ecosystems** or **HIPAA-compliant data workflows**, I focus on high-velocity delivery and world-class design. Expert at leading lean, cross-functional squads to ship mission-critical mobile and API features that drive 90%+ user retention and significant ecosystem growth.

Head of Product & Ecosystem Growth (Contract)

[Guacamole](#) / [Cilantro Wallet](#) — Remote

May 2023 – Present

- **Growth & Monetization:** Designed and engineered a comprehensive product turnaround, driving a **400% increase** in platform revenue and active usage through the deployment of high-intent onboarding flows and a revamped marketing strategy.
- **Full-Lifecycle Product Delivery:** Spearheaded the architectural revamp of the Guacamole Meta-Aggregator, successfully unifying diverse on-chain primitives across Swaps, Perps, Prediction Markets, proprietary AMMs, and iGaming into a single, high-performance interface.
- **Strategic Roadmapping:** Managed a lean, high-velocity engineering squad to maintain a bi-weekly release cadence, prioritizing high-yield DeFi features and cross-protocol integrations that directly contributed to a **38% increase** in Average Revenue Per User (ARPU).
- **Performance Optimization:** Reduced user churn by **22%** by implementing an Amplitude-driven KPI framework to identify and resolve critical transaction bottlenecks.

Co-Founder & Director of Product, Strategy, and Partnerships

[Compendium](#) — Remote

Feb 2021 – Feb 2026

- **Institutional Scale:** Architected a no-code algorithmic trading platform processing **\$15B+ in cumulative volume** for thousands of active high-frequency traders.
- **Infrastructure & API Strategy:** Developed the **PENDAX SDK**, unifying fragmented exchange APIs and accelerating third-party integration speed by 65%.
- **Strategic Partnerships:** Negotiated brokerage integrations with **8+ Tier-1 exchanges** (OKX, Bybit), expanding the platform TAM by **2.5M+ verified users**.
- **Unified Architecture:** Directed the UX/UI strategy for cross-ecosystem interoperability (CEX/DEX), achieving a **92% retention rate** for automated strategy subscribers.

Founder & Product Lead

[ReadyRaider LLC](#) — Remote

Mar 2020 – May 2025

- **Product Launch:** Designed and launched an end-to-end gaming marketplace and tournament infrastructure, successfully scaling the platform to **10,000+ active users**.
- **Strategic Partnerships:** Negotiated and executed ecosystem integrations with **Activision, Travala, and The Dash Foundation**, driving a **50% increase in platform usage** via high-visibility co-marketing.
- **Web3 & Market Expansion:** Spearheaded blockchain-based reward integrations that significantly expanded the **Total Addressable Market (TAM)** and generated exponential organic traffic growth through decentralized ecosystem positioning.
- **Product Lifecycle Management:** Directed the full-stack product roadmap and UX strategy for mobile and web companion tools, managing the end-to-end lifecycle from concept to production.

Interim Chief Executive Officer

[Nexusware Interoperability Solutions](#) — Remote

Jan 2021 – Feb 2023

- **Product Strategy & Governance:** Spearheaded the development of a no-code healthcare interoperability platform, enabling seamless data exchange between fragmented EHR systems and reducing provider integration time by **50%**.
- **Regulatory Compliance:** Directed the product roadmap to ensure full HIPAA compliance and alignment with **HL7/FHIR standards**, successfully securing the platform's position within high-security clinical environments.
- **GTM & Market Expansion:** Defined the product positioning and cross-functional execution strategy that led to the delivery of unified patient data workflows for clinical partners.
- **Executive Leadership:** Managed stakeholder relationships and investor reporting, stabilizing company operations during a critical transition period while maintaining a high-velocity development cycle.

Lead Project Manager

VegaWallet — Greater Philadelphia Area

Mar 2018 – Sep 2020

- **Product Launch:** Directed the end-to-end design, development, and launch of a consumer-facing crypto wallet and payment gateway, managing the full product lifecycle and multi-asset integration.
- **Operational Excellence:** Coordinated cross-functional engineering and compliance teams to define roadmap priorities and maintain a rigorous release cycle for high-security financial features.

Sales & Merchandising Manager

AM Retail Group | G3 — Greater Philadelphia Area

Nov 2009 – Jul 2018

- **Business Optimization:** Managed retail operations and performance optimization, leveraging customer insights to drive sales growth and operational efficiency across high-volume environments.

PRODUCTS BUILT

[Compendium](#) — Multi-chain algorithmic trading hub processing **\$15B+ in cumulative volume**
[PENDAX](#) — Unified API layer for crypto exchange integrations and rapid developer onboarding
[Solana Wallet Connect & App Builder](#) — No-code Solana plugin and boilerplate
[Cilantro Wallet](#) — Solana wallet browser extension and cross-platform asset manager
[Guacamole](#) — High-performance Solana meta-aggregator unifying Swaps, Perps, and iGaming
[Nexusware](#) — HIPAA-compliant interoperability platform for fragmented healthcare data
[ReadyRaider](#) — Gaming marketplace and tournament infrastructure for 10k+ active users.
[Sobrius](#) — Mobile application supporting sobriety through community-driven milestones.
VegaWallet — Multi-signature mobile cryptocurrency wallet and consumer payment gateway

APPLICABLE SKILLS & EXPERIENCE

Executive Strategy: Product-Led Growth (PLG), GTM Strategy, Unit Economics, Competitive Analysis, and Strategic Partnerships.

Product Governance: Roadmap Prioritization, Feature Discovery, Product Lifecycle Management (PLM), Stakeholder Management.

Technical Product: API & Ecosystem Architecture, Zero-to-One Development, SaaS & Platform Products, AI-Assisted Development.

Growth & UX: User Acquisition & Retention, Product Analytics, Product Design, UX/UI Strategy, User Research, Mobile/Web Companion Tools, SEO optimization

Leadership: Cross-Functional Squad Management, Agile/Scrum Methodologies, Performance Optimization, Change Management.

TOOLS & TECHNOLOGIES

Product & Analytics: Mixpanel, Amplitude, Heap, Google Analytics, SQL, Supabase, Sentry

Design: Figma, Adobe Creative Suite (Photoshop/Illustrator), Canva, ClipChamp

Product & Collaboration: Jira, Confluence, Notion, Miro, GitBook, Mintlify

Technical: RESTful APIs, WebSockets, GitHub, VS Code, Postman, LogRocket, Expo

Web & No-Code: Vercel, Digital Ocean, Netlify, Framer, Webflow, Bubble

AI & Automation: Claude Code, Codex, ChatGPT, Gemini, Zapier, Make, n8n

EDUCATION

Kutztown University of Pennsylvania

Communication Design