

KEEGAN LEACH

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EXPERIENCE

Press Ganey Forsta (acquired by Qualtrics, 2026)

April 2025 – August 2026

Data Visualization Developer & Designer

- Prototyped and shipped production builds directly in code using agentic AI tools (Claude Code, Devin); maintained a reusable component and pattern library enforcing consistent agent output across builds
- Established the QA standard for AI-assisted builds, catching unsourced statistics, broken chart scales, and contrast failures missed in five prior review cycles
- Originated the company's interactive data-storytelling format; independently built the first scroll-driven report in production HTML, CSS, JavaScript, GSAP, and Three.js/WebGL, adopted as an ongoing enterprise webinar product line
- Replaced PowerPoint for live webinars with a two-format publishing system: keyboard-navigated presenter view and self-guided exploration page for on-demand viewers
- Built Power BI dashboards in DAX with custom JSON theme templates for audiences from department analysts through C-level executives
- Built client-facing sales enablement tools, including footprint and client-profile discovery dashboards and improvement-gap calculators used directly in the sales cycle

Stemwise / Mochi's Jungle

December 2025 – Present

Founder, Product Designer & Developer

- Founded and built Stemwise (stemwise.app), a multi-tenant inventory and sales management SaaS in React, TypeScript, Tailwind, shadcn/ui, and Supabase/PostgreSQL; 20+ small-business users managing \$100K+ in sales since public launch in May 2026
- Develop the platform through agent-directed workflows, authoring committed instruction and self-improving skill files that hold coding agents to a consistent standard across sessions
- Designed core product workflows: multi-step order-building wizard, token-based anonymous presale forms, invoice state pipeline, and weighted-average COGS engine
- Led row-level security and data integrity audits, replacing broken access policies with SECURITY DEFINER RPC functions and scoped public views; traced corrupted COGS calculations to deleted test records and corrected them in production
- Founded Mochi's Jungle, a nationwide rare-plant business and the platform's first customer; \$65,000+ in revenue with automated pricing, reconciliation, and live-stream sales systems

Computer Task Group (contract consultant)

December 2024 – April 2025

Business Analyst / Project Manager

- Built Power BI dashboards connected to large production SQL databases, translating operational data into decision-ready views used in daily operations at a national nonprofit
- Mapped and documented database structures through ERDs, data flow diagrams, and process maps to clarify system functionality and surface process improvements
- Built and maintained SharePoint web pages for daily internal use; supported low-code interface development in Microsoft Power Apps
- Led stakeholder meetings and delivered weekly status reports, forecasting sheets, and milestone tracking across concurrent engagements

RezySave

October 2023 – November 2024

Product Manager (Design & Development Lead)

- Owned an enterprise IoT SaaS platform end to end, concept through Beta, across thousands of property units and installed devices
- Analyzed and cleaned a 20M+ row, 120+ column device telemetry dataset; surfaced standardization failures across the device fleet, including a single measurement arriving in five different formats, and defined the normalization rules the platform required
- Served as client-side Product Owner over a 20+ person offshore delivery team across a 13-hour overlap; translated executive vision into requirements, designs, and delivery timelines

- Defined the product across six user types with distinct permissions and views: tenants, maintenance, property managers, regional managers, owners, and insurance agents
- Built an ROI calculator webpage and produced KPI/ROI analysis and investor-facing presentations for executive leadership; converted to full-time after a two-month contract

KL Marketing and Designs

March 2013 – July 2023

Owner, Graphic & Web Designer

- Built an independent design practice over 10+ years, serving a global client base of hundreds across brand identity, web, print, video, and 3D
- Designed and produced digital media in Photoshop, Illustrator, InDesign, Premiere Pro, and Cinema 4D, including full rebrands that grew client audiences

EARLIER EXPERIENCE

- Digital Marketing Analyst, Sureste Property Group (2019–2022) — redesigned website and brand system; cut cost per lead 85%; improved auto-responder performance 34% via A/B testing
- Marketing Coordinator, Eckler’s Automotive (2022) — SEM campaigns raised orders 41%; email content generated \$1.36M in revenue
- Marketing Consultant, healthcare consulting firms (2019–2023) — articles, video, infographics, and sales collateral on patient engagement and EHR implementation
- Co-Founder & Head of Marketing, VM Athletics (2018–2020) — grew audience from 8,000 to 21,000 with 50,000+ reach in four months

SKILLS

AI-Native Development: Claude Code, Devin, Cursor, agent instruction and skill authoring, agent output QA and verification, LLM-integrated design-to-development pipelines

Code & Platforms: React, TypeScript, Tailwind, shadcn/ui, HTML/CSS/JavaScript, GSAP, Three.js/WebGL, Lenis, Supabase/PostgreSQL, SQL, Git/GitHub, SharePoint, Microsoft Power Apps

Data & Analytics: Power BI (DAX, JSON theme templates), data visualization, KPI/ROI modeling, ERDs and data modeling, survey research & analysis, Qualtrics, Microsoft Excel (Expert)

Product & Delivery: Agile/Scrum, product ownership, requirements gathering, stakeholder alignment, cross-functional team leadership, Jira, Smartsheet, Visio

Design: Product & UX design, design systems, interaction & motion design, brand identity, Figma, Adobe Creative Suite, Cinema 4D

EDUCATION & CERTIFICATIONS

B.S. Business Marketing, San Diego State University, 2023

Google Data Analytics · Google Project Management (Professional) · Microsoft Excel Expert · Scrum Fundamentals Certified (SFC) · Google Digital Marketing & E-Commerce