

Alex Horton

Product Engineer | 0-to-1 Products | Market Research + Product Strategy

Santa Cruz, CA | Remote preferred | horton.alexander@gmail.com | alexhorton.dev

PROFILE

Product engineer focused on the full 0-to-1 loop: research markets and users, find a practical wedge, shape the product experience, build the first working version, and test adoption. Uses business and data analysis, product design, software, machine learning, and AI as the problem requires.

SKILLS

Market + Product: market research, segment analysis, user interviews, product thesis, MVP scoping, UX prototyping, product analytics, early go-to-market tests

Engineering: Python, SQL, JavaScript/TypeScript, Next.js, React, FastAPI, REST APIs, PostgreSQL/Supabase, DuckDB, Vercel, Docker, GitHub Actions

Data + AI: Pandas, NumPy, scikit-learn, XGBoost, feature engineering, walk-forward evaluation, LLM workflows, agent tooling, persistent context, model routing, evaluation loops

EDUCATION & TRAINING

Cal Poly San Luis Obispo: B.S. Liberal Arts & Engineering Studies, Cum Laude; human-centered design, engineering, sustainability, and iterative prototyping

Additional training: MIT Applied Data Science Program; Stanford / Andrew Ng machine-learning coursework; Google UX Design Certificate

PROFESSIONAL EXPERIENCE

Independent Product Builder | Santa Cruz, CA | 2024-present

- Mobius Frameworks: Built a shared product workshop for dedicated agents, project context, runtime visibility, permissions, approval gates, and deployments. mobiusframeworks.com
- Energy Scout: Built a solar and battery decision product using utility-rate and incentive data. energyscout.org
- Bitcoin Machine Learning: Built a public market-research system with Python pipelines, feature tests, walk-forward evaluation, and reproducible dashboards. bitcoinmachinelearning.com
- Real Estate Leasing Engine: Built lead capture, Meta Graph API tracking, follow-up, and reporting for two California apartment communities. [case study](#)

Independent Researcher & Builder | 2019-present

- Researched public markets, energy infrastructure, Bitcoin, and macro systems; translated recurring questions into data products, models, and decision tools.
- Built and operated hands-on sustainability systems, including aquaponics and small agricultural projects.

Solar Market Analyst, Day One Solar | Santa Cruz, CA | 2018-2019

- Analyzed utility rates, incentives, consumption, and project economics to identify underserved California multifamily and agricultural solar segments.
- Built ROI models and presented recommendations that informed community-solar go-to-market strategy.

SELECTED WORK

Product workshop: Mobius Frameworks | Energy decisions: Energy Scout | Market research: Bitcoin ML | Housing systems: Real Estate Leasing Engine