

# Sebastian Prada

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## Experience

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### Belong

Product Launch Associate

Miami, FL

Oct. 2023 – Mar. 2024

- Contributed to Belong's mission of transforming the rental home industry through people-first hospitality. Backed by top-tier VCs including Andreessen Horowitz (a16z), GGV Capital, and Battery Ventures.
- Collaborated closely with company founders to develop and scale their new product, BelongX, from the ground up.
- Fostered meaningful customer relationships by handling 50+ weekly customer calls, collecting structured feedback, and creating comprehensive analysis reports that directly influenced BelongX's feature roadmap and improvements.
- Partnered with cross-functional teams (engineering, design, marketing) to prioritize and execute product enhancements based on member feedback and market research.

## Projects

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### Branch

Oct. 2024 – Dec. 2024

- Architected and launched Branch ([www.trybranch.xyz](http://www.trybranch.xyz)), a learning platform that transforms traditional linear learning into an infinite canvas experience, enabling users to naturally explore topics, discover connections, and go down infinite rabbit holes using AI.
- Developed the entire product from ideation through deployment, building a full-stack application (Python, PostgreSQL, vanilla JavaScript/CSS/HTML) that integrates Stripe payments and Anthropic's API to deliver an intuitive knowledge exploration experience.
- Engineered a unique visual interface that allows users to seamlessly navigate complex topic relationships, implemented with custom zooming and panning capabilities to maintain engagement while exploring interconnected concepts.

## Skills

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Technical: Full-Stack Development, HTML5, CSS3, JavaScript, Python, PostgreSQL, Swift, UI/UX

Tools: Figma, Cursor AI, VS Code, Xcode, ChatGPT, Claude, Git

Other: API Integration, Responsive Design, User Research

## Education

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### Florida International University

Bachelor of Business Administration, International Business

Self-Taught Developer

Jul. 2019 – Dec. 2022

Miami, FL