

# Andrew Deutsch

## Senior Technical Product Manager

Technical product manager with ten years of experience shipping AI and SaaS products, plus a motion design background at The New York Times. Currently **Principal Architect at All Things Trust**, where I built the scoring system, evaluation pipelines, and human-in-the-loop quality controls behind an AI credibility diagnostic. Previously drove **\$1M+ in revenue** from a B2B AR SaaS platform at Movable Ink.

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## Experience

### All Things Trust

Partner & Principal Architect

2025 – Present

- Architected the scoring system behind the Trust Stack: 100+ observable attributes resolving into 20+ signals, five weighted dimensions, one score.
- Built the evaluation pipeline — automated scan, LLM-assisted evidence review, signal-level human reconciliation — validated across three model families.

### Independent

Senior Creative Technology Consultant

Oct 2022 – Present

- Advised startups and retail clients on emerging tech for product and marketing. Founded [Tech Visions NYC](#), a 3,000+ member community; top 1% TikTok Effect House creator, 18.5M+ views.

### Movable Ink

Head of Immersive Technology, Product Manager

Jan 2018 – Oct 2022

- Took a [B2B AR SaaS platform](#) from concept to \$1M+ in incremental revenue across enterprise clients including NBA, NEXT UK, and IHOP.
- Mentored cross-functional product, engineering, and design teams to ship and scale award-winning features.
- Led “view-in-your-room” pilots with major retailers through prototyping, user research, and iterative quality improvements.

### Grey Group

Studio Manager, Digital

Feb 2015 – Feb 2017

- Directed the studio's transition from Flash to HTML5 and built its VR practice, cutting delivery times by 25% across 50+ campaigns.

## **The New York Times**

### Senior Motion Designer

Feb 2013 – Jan 2015

- Produced data-driven motion campaigns and event animations viewed by 1M+ subscribers, partnering with editorial, product, and engineering teams.

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## TOOLS

Python · FastAPI · Playwright · Claude/OpenAI APIs · Figma · Adobe Creative Suite

## SKILLS

AI Evaluation Frameworks · Prompt Engineering · Product Strategy · User Research · Cross-Functional Leadership · Responsible AI

## AWARDS & CERTIFICATIONS

**Virgin Holidays**, Most Effective AR/VR Campaign, 2019

**Google UX Design Certificate**, 2024

**Building with the Claude API**, Anthropic, 2026

## EDUCATION

**Communication Design, A.A.S.** — Fashion Institute of Technology