

PRODUCT & TECH LEAD - 0 TO 1

SENOA

Hub

A social-powered play-to-earn ecosystem bridging Web2 and Web3 - think Whop, but with crypto rails. A full economy for creators, businesses, and freelancers to launch, earn, and get paid in crypto. Built from zero. Owned end-to-end.

0 to 1

FULL OWNERSHIP

AI

NATIVE AGENT

Web2 to 3

SEAMLESS ONBOARDING

From raw idea to a fully-shipped production platform.

Senoa started as a unique MLM concept - a referral-driven rewards idea with no product, no infrastructure, and no clear path to execution. What it became is something far bigger: a full social media ecosystem where creators, businesses, and freelancers launch services, build audiences, and get paid in crypto.

The transformation from raw MLM idea to a live, play-to-earn Web2 to Web3 platform required rethinking everything - architecture, incentive design, onboarding, and product experience. I wore every hat from system design to UX, acting as the glue across product, engineering, and delivery. Defined end-to-end user journeys for every role - businesses, content creators, free-roaming users, and admins - each with fully expanded flows and acceptance criteria. Operated in a hybrid Scrum environment with shifting constraints and cross-functional ambiguity, and made it work.

THE BRIEF

Build a full economy platform where every user action is incentivised. Non-technical users onboard instantly - no crypto knowledge required. Needed: utility token, multi-tier rewards, native AI agent, and blockchain transparency, all while avoiding securities licensing risk.

0 to 1

Sole product & technical lead. No handoff - owned architecture through delivery.

4

Teams built and led simultaneously: Mobile, Web, Marketing, UX.

-20%

Reduction in development time after introducing OKRs as the team north star.

WHAT MADE THIS HARD - SEE PAGE 5

- Crypto onboarding without losing non-technical users
- Multi-tier reward engine at scale with gas optimisation
- Hybrid on-chain / off-chain accounting architecture
- Selecting the right token and network using LLM-assisted analysis
- Running 4 teams in parallel with no established process

What I owned and built.

01

Product Strategy & Roadmap

Defined the full product vision, roadmap, and phased delivery plan from scratch. Introduced OKRs as the team north star - tying every sprint goal to a measurable business objective. Reduced prioritisation debates and cut development time by 20%.

02

System & Agentic Architecture

Designed the full platform architecture across Presentation, Service, Business Logic, Storage, and Integration tiers. Key call: separate blockchain from business logic entirely - smart contracts as write-only audit ledgers, all computation off-chain for speed and cost control.

03

Tokenomics Design

Designed the tokenomics of Senoa's native utility token - governing access to live streaming, tipping, and in-platform transactions. Used LLMs and analytical tools to evaluate asset classes and select the optimal token structure and network.

04

Web2 to Web3 Onboarding

Engineered a seamless onboarding flow for non-crypto-savvy users. OAuth signup with automatic wallet provisioning via ChangeNOW and Transac - users activate instantly without ever seeing a seed phrase. Routed to avoid securities licensing obligations.

05

Commission & Reward Engine

Designed and implemented Senoa's complex multi-tier MLM reward structure: smart-contract-based multi-level payouts, dynamic compression, Circle spot locks, Merkle-tree gas optimisation, and a full credit/debit ledger for transparent reconciliation.

06

AI Agent - End-to-End

Contributed to the full AI product lifecycle: model selection and evaluation, training algorithm design, prompt engineering, inference deployment, and platform integration. The agent handles support, personalised recommendations, and real-time decision guidance.

07

Cross-Team Leadership

Built and led four teams simultaneously - Mobile, Web, Marketing, and UX - across agencies, freelancers, and in-house engineers. Set up Jira workflows, maintained Confluence as single source of truth, and ran checkpoint rituals to keep delivery moving.

08

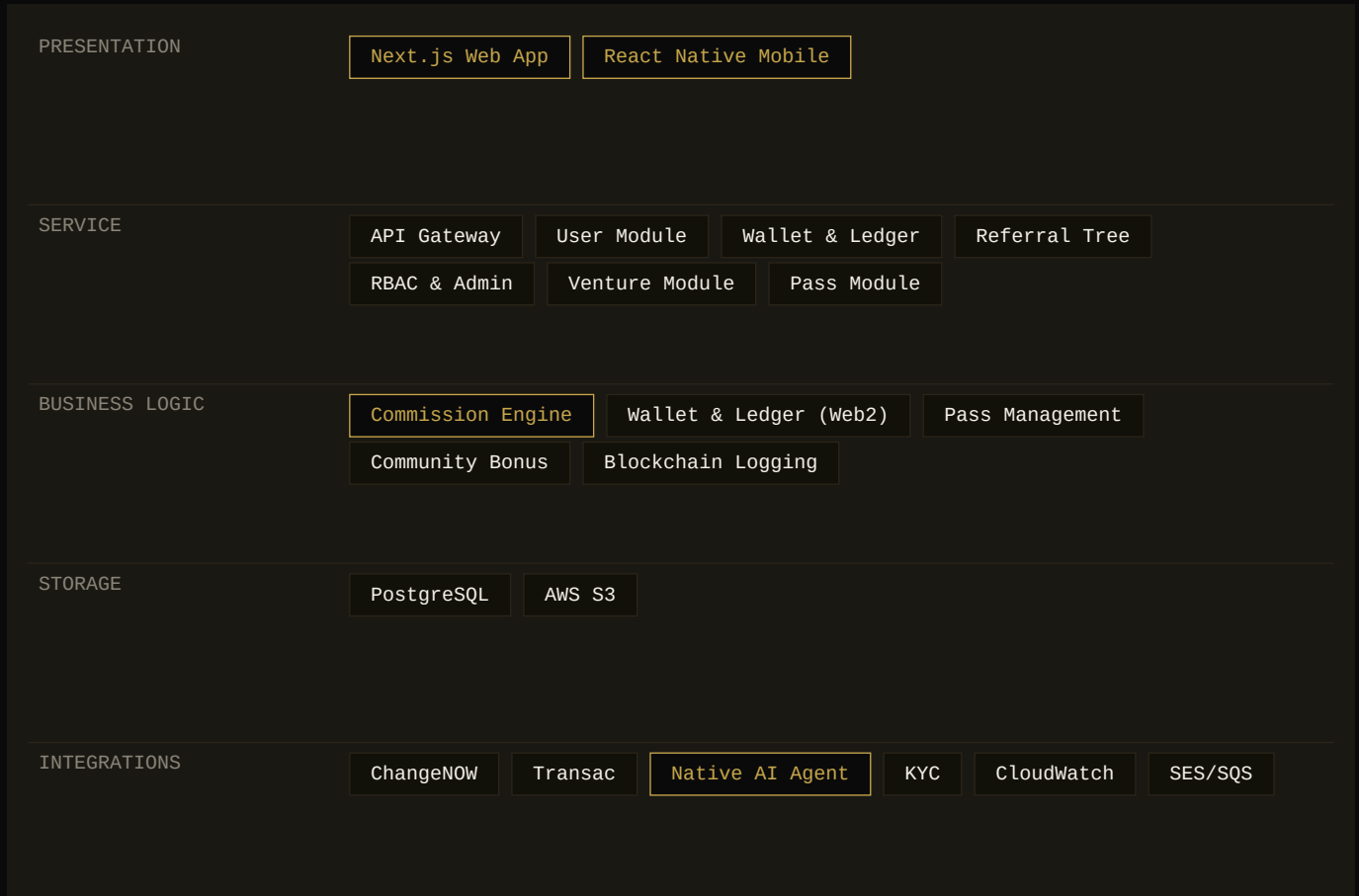
Product Design

Took on full product design ownership alongside technical delivery. Created user flows and high-fidelity mockups from Senoa Hub to marketplace, wallet, and onboarding screens. Maintained UX quality across Web and Mobile simultaneously.

How the platform is structured.

Layered across five tiers - Presentation, Service, Business Logic, Storage, and Integration - with a deliberate separation between blockchain and financial computation. All business logic runs off-chain; XRP Ledger serves as a write-only audit log for immutable record-keeping.

The Commission Engine is the most complex subsystem: Tier 1/2 payout logic, multi-tier distributions, Circle reward calculations, switch lock mechanics, and dynamic compression - all with a full audit trail. The Referral Tree handles genealogy-based incentives at scale.



What made this hard.

01 **Crypto Onboarding Without Losing Users**

Most Web3 platforms lose users the moment a wallet setup screen appears. Solution: a fully abstracted onboarding layer - OAuth signup, automatic wallet provisioning via ChangeNOW and Transac, and a payment flow that hides all crypto complexity. Users get the benefits of Web3 without ever knowing they are in it.

02 **Multi-Tier Reward Engine at Scale**

Senoa's commission model is structurally complex - dynamic multi-level payouts, compression logic, Circle-based spot locks, and community bonus pools. Built with Merkle-tree optimisation to reduce on-chain gas costs, and a credit/debit ledger for transparent, auditable reconciliation.

03 **Hybrid On-Chain / Off-Chain Accounting**

Early architecture ran reward calculations through smart contracts - expensive and slow. Redesigned: all business logic and financial computation moved off-chain; blockchain serves as a write-only audit ledger. ChangeNOW handles custodial transfers. Result: faster execution, lower gas, full transparency.

04 **Selecting the Right Token and Network**

Used LLMs and analytical tools to systematically evaluate asset classes and network trade-offs - transaction cost, throughput, DeFi compatibility, and user adoption. This decision directly shaped Senoa's tokenomics and GTM strategy, and contributed to major product growth milestones post-launch.

05 **Running 4 Teams With No Established Process**

Mobile, Web, Marketing, and UX teams running in parallel across agencies, freelancers, and in-house engineers. Built Jira workflows with automated sprint reporting, used Confluence as single source of truth, introduced OKRs to cut prioritisation debates. Teams had autonomy; I held accountability.

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The hardest part was not the technology - it was holding the vision clearly enough that four teams could execute against it simultaneously.

What shipped.

Full Platform - 0 to Production

Complete Web and Mobile platform shipped from a blank document. Frontend, backend, payments, AI agent, and blockchain layer - all owned by a single product-technical lead end-to-end.

Compliant Web2 to Web3 Onboarding

Seamless signup that auto-provisions a Web3 wallet using ChangeNOW and Transac, avoiding securities licensing exposure while maintaining full crypto on/off-ramp for all users.

Scalable Commission Engine

Multi-tier reward system with Merkle-tree gas optimisation, dynamic compression, and a full credit/debit ledger. Handles complex incentive structures at scale without smart contract bottlenecks.

Native AI Agent - Full Lifecycle

End-to-end AI product delivered in-house: model selection, training algorithm design, inference deployment, and platform integration. Woven into core product flows, not bolted on top.

Product Design Ownership

Designed all user flows and high-fidelity mockups from Hub to marketplace, wallet, and onboarding. Maintained UX quality across Web and Mobile simultaneously without a dedicated design lead.

-20% Development Time

OKR framework reduced sprint planning overhead and sharpened backlog prioritisation. Teams delivered faster with greater clarity on what actually mattered each sprint.

Q1

Foundation

Architecture, team hire, DB schema, Jira + Confluence setup.

Q2

Core Platform

Auth, auto-wallet onboarding, Pass engine, Wallet & Ledger, ChangeNOW.

Q3

Engine + AI

Commission engine with compression + Circle logic. Native AI agent deployed.

Q4

Launch

XRP Ledger logging, L1/L2 GTM partnerships, QA, production release.

Built to ship. *Designed to scale.*

Senoa is what happens when product thinking and engineering execution are not separated. Every architectural decision was a product decision. Every sprint was a business decision.

WAHAJ HAIDER - PRODUCT & TECH LEAD

0 to 1 Product

Agentic System Design

Tokenomics Design

Cross-Team Leadership

Startup Scaling