

Nick Hasty | Atlanta, GA | jnhasty@gmail.com | (770) 401-6556 | [LinkedIn](#)

Product and engineering executive with 20+ years building products that serve billions of users, with deep expertise in machine learning and AI product development. Founding engineer at GIPHY, where I architected core infrastructure and pioneered ML adoption that powered the company's growth to \$400M+ acquisition by Meta. Founder of Luz Labs, creator of Linda, a conversational AI that transforms guided voice conversations into podcasts, funded by Factorial Capital (NYC). Currently a hands-on consultant specializing in applied AI, agent development, automations, and AI-native product development across consumer, healthcare, insurance, legal, and developer tooling.

Professional Experience

Principal Consultant | Stable Basin LLC | Aug 2024 - Present | Atlanta, GA

- Designed and built production voice agent systems using Retell AI for an insurance subrogation firm, including IVR navigation, call classification, demand letter verification, and PIP/MCP coverage verification workflows
- Designed and built AI coding framework for an engineering team, designing agentic coding skills, subagents for end-to-end workflows. Produced best practices docs and design principles for AI agent skill development.
- Delivered AI workflow and automation strategy to venture capital studio, covering Founder Discovery/CRM automation, idea validation, content creation pipelines, and a proposed Slack agent build
- Designed and developed RAG systems for legal and healthcare document workflows, implementing hybrid retrieval combining semantic search (pgvector, cosine similarity) and full-text search (PostgreSQL websearch_to_tsquery) merged via Reciprocal Rank Fusion, document-type-aware chunking, vision/OCR-based PDF ingestion, FHIR JSON processing, and dual vector store strategies using Vertex AI and OpenAI embeddings
- Led platform architecture and voice AI development for a healthcare startup building a virtual ER on the Oystehr/Ottehr stack, including HIPAA compliance configuration, BAA negotiations with key vendors and hospital partners, and patient data migration planning across Hint Health, Stripe, and Elation EHR

Founder, Luz Labs | Nov 2022 - Present | Atlanta, GA

- Founded and launched [Linda](#), an AI application that transforms guided conversations into podcast episodes
- Raised angel funding from Factorial Capital and Alex Chung (GIPHY founder)

- Achieved strong user engagement: 30-minute average session time and 45% WAU/MAU ratio for power users
- Developed and filed patent for voice-driven data collection and content generation systems (provisional)
- Led full-stack development of iOS application leveraging conversational AI and automated media creation

GIPHY | Feb 2013 - Aug 2024 | New York, NY & Atlanta, GA

VP of Product - ML | Oct 2021 - Aug 2024

- Led product strategy for all machine learning initiatives across company, including product roadmaps, presentations, OKRs, and strategy docs
- Led cross-functional, company-wide collaborations with engineers, data-scientists, designers, product managers, editorial staff, and ad content producers
- Led investigation into monetization potential for GIPHY's data
- Fine-tuned multiple models: Video-LLaVA for alt-text generation, LLMs for search taxonomy classification, CLIP for text recommendations, AnimateDiff for generative video content
- Partnered with ads team to build semantic query clustering microservice, enabling 5-10x increase in advertiser keyword inventory sales
- Achieved 50-200% CTR lift for long-tail queries and 2% absolute search CTR improvement through vector search integration with search team

Director of Product - Discovery & ML | Jan 2018 - Oct 2021

- Led core team of 5 ML engineers to build ML solutions across the company
- Built end-to-end ML pipelines and UIs for content intelligence and metadata extraction
- Fine-tuned custom LTR model for GIPHY's Slack integration (250 RPS)
- Trained GIPHY2Vec model for content recommendations and KNN search
- Trained & Open-Sourced GIPHY's custom celebrity detection model (CNN)
- Trained GIPHY's auto-tagging model using self-supervised learning \
- Created rapid prototyping framework using Gradio for stakeholder testing of generative models, classifiers, and recommendation systems

Director of Engineering | Feb 2013 - Jan 2018

- Founding engineer who built GIPHY's initial core technical infrastructure
- Architected and implemented GIPHY website, web crawlers, content intelligence pipelines, API & Search Engine

- Helped design scalable infrastructure that supported growth from startup to hundreds of millions of users and billions of searches
- Led technical hiring and established GIPHY engineering culture and best practices

Advisor | Atlanta Tech Village | Jan 2024 - Present | Atlanta, GA

- Advises early stage startups on AI technologies, product, & engineering

Skills

Specializations: Conversational AI, Generative AI, Voice Agents, Agentic Workflow Design, AI Coding Accelerators, RAG Pipelines, Content Discovery, Recommendation Engines, Custom Search Engines, Data Pipelines, Content Moderation

Leadership & Strategy: Senior Product Management, Engineering Team Management, Cross-functional Leadership, Technical Strategy, GTM, Product Roadmapping

Technical: Applied ML, CV, NLP, LLMs, MLOps, Vector Search, Prompt Engineering, Multi-agent Systems, GCP, AWS, Scalable Architecture, Microservices, Full-stack Development iOS, API Design, Claude Code / OpenAI Codex

Selected Speaking Engagements

- *Re:Imagine Creativity in the Age of AI*, Panel, Tech Square ATL / GA Tech (June 2025)
- *What Can AI Do for Me?*, Panel, Atlanta Tech Village, Atlanta Tech Week (June 2025)
- [The Future of Conversational AI](#), Traktion Talks Healthcare Podcast - (Apr 2025)
- [Inferring Creativity](#), MLOps.community Podcast (Dec 2023)
- [Inferring Creativity](#), Closing Keynote, The Conference, Malmo, Sweden (Aug 2023)
- [GIPHY2Vec Model](#), Betaworks GPT-What? Conference (2021)
- [GIPHY's Celebrity Detection Model](#), Practical AI Podcast (2019)

Publications

- "Self-attention aggregation network for video face representation and recognition", [arXiv:2010.05340](https://arxiv.org/abs/2010.05340) (2020)

Education

MPS, Interactive Technology | New York University, ITP | 2006-2008

- Tisch Graduate Scholarship Recipient

BA, English Literature | University of Georgia | 2000-2004

- Magna Cum Laude, Phi Beta Kappa, Honors in English, Presidential Scholar