

SCOTT ALVAREZ

PRODUCT OWNER · AI PRODUCT MANAGER · PRODUCT STRATEGIST

Founder-operator who ships AI-assisted products end-to-end — from vision and discovery through backlog, UX, release, and iteration. Four platforms live, one operator.



SCAN → SCOTTALVAREZ.INFO

scottalvarez.info · hello@scottalvarez.info · linkedin.com/in/scottalvarez · Capital Region, NY

CORE COMPETENCIES

- Product Vision & Strategy
- Discovery & User Research
- UX Iteration & Prototyping
- Stakeholder Communication
- AI-Assisted Development
- Product Requirements / PRDs
- SEO Architecture & Content Ops
- Founder / 0-to-1 Execution
- Roadmap & Backlog Ownership
- Knowledge Graph & Data Modeling
- Release Planning & QA
- Cross-Functional Leadership

FEATURED PRODUCTS · FOUNDER & PRODUCT OWNER

That's Big Time — National Sports Discovery Platform

thatsbigtime.com

Knowledge graph connecting organizations, teams, schools, athletes, events, and media into one searchable national platform.

- Owned product vision, entity model, and roadmap for a live platform spanning 6+ entity types and programmatic SEO pages across markets.
- Designed a universal search component with typed categories, replacing fragmented per-entity search and lifting discovery consistency.
- Architected import workflows for schools, rosters, and events so operators — not just engineers — can scale content ingestion.
- Established SEO architecture (canonical URLs, JSON-LD, sitemaps) generating indexed public pages across sports markets.

Capital District Nest — Regional Discovery Platform · Region #1 of the Nest Platform

capitaldistrictnest.com

Local marketplace and discovery layer for the Capital Region of NY — businesses, events, communities, and real estate under one region-aware architecture.

- Abstracted the product into a region-driven blueprint (Region → County → City → Neighborhood), positioning Capital District as Region #1 of a multi-region platform.
- Shipped Business Directory, Events, Community Pages, Mission Control, and Import Center as reusable modules — engineered for repeat regional deployment.
- Defined the operator surface (Mission Control) so one owner runs content, imports, and publishing without engineering support.

Rhino Basketball — Youth Sports Platform

rhinobasketball.com

Digital platform for a youth basketball program — schedules, communications, and community anchored to real teams and real families.

- Translated a coaching operation into product requirements: rosters, schedules, communications, and family-facing content.
- Prioritized simplicity over feature breadth — shipped the smallest useful surface parents actually adopted.

OnePlace Rentals — Rental Marketplace Concept

oneplacerentals.com

Two-sided rental marketplace concept exploring listing structure, trust signals, and discovery for local rentals.

- Modeled listing schema, trust surfaces, and search hierarchy before spec — validating architecture on paper first.
- Documented tradeoffs between listing depth and posting simplicity as a decision record for future build.

HOW I BUILD PRODUCTS

Problem → Product Vision → Requirements → AI-Assisted Build → QA → Iteration → Release. I translate business goals into shippable product decisions — and I operate the tools I ship.

AI & PRODUCT TOOLING

Lovable · Cursor · Claude · ChatGPT · Figma · Linear · Notion · GitHub · Supabase · Vercel · TanStack · React · Tailwind · Semrush / Search Console · JSON-LD & schema.org

BACKGROUND

Founder & Product Operator

Independent · 2023 — Present

Building and shipping AI-assisted products end-to-end across sports discovery, local discovery, youth sports, and marketplaces.

Real Estate & Business Operations

Capital Region, NY

Multi-year track record running client-facing operations, negotiations, and local-market execution — the foundation for building region-aware software.

Coaching & Community

Youth Sports

Long-standing coaching role that grounds product decisions in real users, families, and operational constraints.