Vinay Débrou

PROFESSIONAL EXPERIENCE

5-yrs of product experience with early-stage tech startups

Jun 2025 - Apr 2026
Founder, TokenGrade
Tokengrade (crowdsourced equity research for tokenized startups)
tokengrade.xyz

- Led 0-to-1 product strategy, roadmap, and execution for a crowdsourced equity research platform
- Drove targeted user acquisition, onboarding 100+ industry investors and integrating data pipelines for 10+ startups.

2021-2022
Product Lead, Founding Team
RARA Social - acquired by Mask Network in Apr 2023
rara.social

- Scaled consumer social app from inception to successful acquisition by Mask Network (Apr 2023).
- Defined & prioritized high-impact retention features using weekly user feedback and data-driven iteration cycles.
- Designed protocol incentives and economic models, aligning user behavior with business growth targets.

Feb 2023 - Dec 2023
Product Designer, #3 employee
Peanut App (social payments in crypto via private money links)
peanut.me

- Designed & coded Peanut Protocol v1 web app (React/Figma)
- Integrated frontend with Peanut API for auth & swaps
- Designed user dashboard for managing private payment links
- Enabled frictionless crypto payments without initial recipient wallet

2023-2024 - Independent Consultant
Design Engineer, Social Features
Playground (composable identity for professional sports fans)
playground.ooo

- Shipped v1 (beta) consumer sports app at startup speed, balancing tight technical constraints with UX goals.
- Led product development for dynamic fan features, syncing real-world data to drive user engagement.

July 2024- Apr 2025
Co-Founder & Builder
FoodCheck (nutrition transparency iOS app & database)
(stealth)

- Architected and launched consumer iOS app focused on commerce transparency via barcode scanning.
- Demonstrated high ownership by driving product strategy, frontend UX, and scraping a 1,000+ product database.

2020
Design Researcher, Neurotech Applications
Kernel (Bryan Johnson's prev company)
kernel.com

- Ideated on non-intrusive neuromonitoring for futute of workplace
- Researched & presented on applications of Kernel's Flow device
- part of neurofuturama collaboration (20+ researchers, led by Venkatesh Rao, directly reporting to Bryan Johnson, CEO Kernel)

2019-2020
Independent Consultant, Data Science
freelance projects

- Data analysis work with UK PM office - processing of public recommendations on policy during covid-era
- Led data analytics and brand strategy for mid-sized e-commerce brands to optimize ad-spend and drive ROI.
- Collaborated with university researchers for data structuring, analysis and visualization

CONTACT

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EDUCATION & AWARDS

2017
IIT Kanpur, Computer Science

2020
Emergent Ventures, India Cohort
George Mason University
run by Tyler Cowen, backed by Peter Thiel
list of winners

CAREER BREAKS

Apr 2024 - June 2024
family time break - due to medical emergency

2018
Gap Year - to travel and to live in the Himalayas

RECOGNITIONS

2014
Internet for All Challenge
National Finalist,
presented to CEO, Telenor
presented an emergency response system for road-accident victims in India

2014
WORLDQUANT, LLC
global top 150 - online quant contest

COMMUNITY BUILDER

2023-2026
Creator & Host
Walk & Talk Club, Chandigarh
40+ offline meets organized
300+ members

2015-2017
Coordinator, International Students Club, IIT Kanpur
50+ members from 13 countries

PROFESSIONAL SKILLS

DESIGN
Figma (proficient) - wireframes, graphic design, prototypes, components, libraries, design system
Spline, Rive, Three.js (basics) - 3D, motion & interaction design
Machinations (intermediate) - simulations, structural flow design, game mechanisms

CODE
Frontend (proficient) - react, react-native, tailwind, HTML, CSS, vanilla JS
Data Analytics (proficient) - Mixpanel, Amplitude, Google Analytics, Tableau, Dune
Backend (basics) - Firebase Auth, Express, REST APIs, Postgres SQL, Supabase, Git Version Control, App Store deployment

PRODUCT & BUSINESS
Documentation (proficient) - Notion, Linear, Gitbook, Google Docs - for FAQs, technical docs or product spec etc
Data Management (proficient) - Excel, Airtable - for financial estimation, customer data, etc
Presentation (proficient) - Google Slides, Figma Slides - for strategy decks or pitch decks. etc
Communication Bridge (proficient) - clear communication & coordination experience within a founding team of tech startup

I DESIGN, MAKE & MARKET CONSUMER PRODUCTS FOR TRUST INSTEAD OF ATTENTION-AT-ALL-COSTS. IN THIS ERA OF EPHEMERAL PRODUCTS, RETENTION-RATE IS THE ONLY REAL DIFFERENTIATOR IN CONSUMER MARKETS.
-- Vinay Débrou