Gavin Basuel

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Summary

Creator of **tattoo.dev**, **uqp.dev** (Universal Quoting Protocol), and **quote.dev** — founder & forward-deployed design engineer shipping AI-native protocols, developer APIs, agent fleets, and revenue systems end-to-end across Done Agents and 1G Media. Designs, ships, and operates products end-to-end — bridging product engineering, UX/web design, CRM automations, and T-shaped growth. Builds agent-ready APIs/MCP servers, conversion-focused ecommerce experiences, and programmatic SEO networks for real businesses.

Forward-Deployed Thesis

> *I have spent my time building and deploying AI workflows and CRM systems where I was entirely responsible for talking to stakeholders, identifying operational bottlenecks, and shipping the solution. Because I worked with agile businesses, I know how to move fast and prove ROI quickly. I am looking to bring that exact same high-agency, value-driven execution to enterprise-scale data infrastructure.*

AI & Developer Platforms

uqp.dev — Universal Quoting Protocol (Layer 1) — *Creator.* Also universalquotingprotocol.com. Existing agentic commerce standards like **UCP** work for fixed-price catalogs (shopping, lodging, food) but break down for non-fixed-price, custom-quoted services. UQP fills that pre-checkout layer: AI agent discovery, structured intake, and quoting — then routes into the **UCP** standard once a price is determined. Apache-2.0; `@uqp/core` + `@uqp/packs`.

quote.dev — Quote Router for AI agents (Layer 2 · in active build) — *Creator & Founder.* Built on **UQP** + the **UCP** checkout handoff to make quoting and buying from every custom-priced industry effortless for AI agents: <10s `/auth.md` onboarding, <200ms Stage 1 estimates, remote MCP, quote locks. **Work in progress** — not every vertical is finished. Docs · OpenAPI · MCP at `https://mcp.quote.dev/mcp` · `@quotedev/sdk`, `@quotedev/cli`.

tattoo.dev · partners.tattoo.dev / docs.tattoo.dev — *Creator.* API, MCP & agentic tools for the tattoo industry — built to **make software free for the tattoo industry**. Peer vertical implementing the open UQP spec (indexing 23,236 studios and 3,736 artists), sitting beside Tattoo.co (marketplace) and Tattoo.Agency (hands-on ops).

What inspired UQP: $1.81M+ in custom-quoted deposits across 3,305+ clients from Tattoo.Agency studio booking & consultation pipelines (not quote.dev router volume).

Done Agents — Founder of an agentic operations studio & early-access workspace combining browser/computer automation, reusable workflow skills, and QA-gated software delivery.

Permanent / Text Permanent — Technical/product direction for an iMessage-first AI studio operations pilot (intake qualification, routing, and deposit follow-up with owner-approval gates).

Spaceship Registrar CLI & MCP Toolkit & **DoneSearch pSEO Engine** — Built a TypeScript CLI + stdio MCP server covering 58 API operations across 45 endpoints with dry-run/confirmation safety guards; built a programmatic SEO & GEO/AEO workflow engine powering a multi-site local discovery network.

MP4 Factory — Agents cut, caption, and brand raw footage — AI-assisted video harness on HyperFrames (Linear P-DON-3).

InkCut — Agentic tattoo video editor (Linear P-TAT-5) for clipping/creative workflows — **In Build**.

Tatted Up — Photoreal AI tattoo try-on for the Tattoo.co ecosystem: upload a mirror selfie and preview real tattoo styles on skin; exposes the tattoo-trained render to agents over a live MCP endpoint (`/api/mcp`), `llms.txt`, and prepaid agentic-commerce tokens.

Agentic Portfolio Search — Open-source (MIT) BM25 instant search + grounded "Ask AI" for portfolios & docs sites, generalized from my tattoo agentic search and running live on gavinbasuel.com.

Experience

1G Media Inc. — Founder (Product, Engineering, UX & Growth)

Las Vegas, NV · 2017 – Present

Founded and operate 1G Media Inc., building web/ecommerce experiences, CRM automations, paid acquisition systems, and AI-native software products for studios, ecommerce brands, and local businesses.

- Lead product design, technical architecture, and growth systems spanning Shopify/ecommerce UX, conversion-rate optimization, Meta Marketing API automation (across 5 active ad accounts), and API-driven CRM integrations.
- Operate **Funnel Design** — a white-label CRM & marketing automation platform integrating Shopify customer sync, omnichannel lead capture (SMS/chat/GBP/IG/FB), call tracking, and automated booking pipelines across client workspaces — backed by custom CLI + Funnel MCP tooling.
- Ship full-stack content & local-discovery properties on Vercel/Astro/Next.js and instrument programmatic SEO / GEO-AEO workflows for multi-site distribution.

Tattoo Company — Co-Founder (Technical, Product Design & Marketing Lead)

Las Vegas, NV · USA travel · Ongoing

Co-founded the three-part Tattoo Company ecosystem with my brother — starting hands-on running **Tattoo.Agency** nationwide and evolving studio-ops lessons into marketplace and open developer infrastructure:

- **Tattoo.Agency** — Hands-on growth & ops partner: CRM installation, sales & consultation team management, paid media buying, custom websites, SEO, and reporting — working remotely and flying out to visit client studios across the USA. **$1.81M+** in custom-quoted deposits across **3,305+** clients.
- **Tattoo.co** — Consumer discovery marketplace connecting clients with tattoo studios and artists, unified by a shared brand architecture.
- **Tattoo.dev** / **docs.tattoo.dev** — Open API, MCP, and agentic developer tools built to make software free for the tattoo industry.

InkHub — IT / Marketing / Growth Operator

Pasadena, CA · 2019 – 2021

Lived in Pasadena, CA, and worked as IT / Marketing / Growth Operator at InkHub, a holding company for tattoo studios (2019–2021). Studio portfolio included Skin Design Tattoos (Las Vegas Spring Mountain flagship & Caesars Palace, Honolulu, Orange County, Soho/Brooklyn NYC), Manifest Studio (West Covina, Rancho Cucamonga, Whittier), and Big Sleeps Studio (Paramount).

- Architected multi-location CRM & lead-to-consultation pipelines (Funnel Design + SMS automation) across studio locations.
- Built Notion weekly artist payout & booking operations systems; ran local SEO / Google Business Profile and paid social acquisition per studio.
- **Operator-to-protocol bridge:** the Pasadena operator years — real multi-studio consultations, artist payouts, and custom deposits — directly inspired Tattoo.co, Text Permanent, tattoo.dev, uqp.dev, and quote.dev after relocating to Las Vegas in 2023.

Selected Web Design, Ecommerce & Growth Portfolio

Shopify Partner · Ecommerce Growth Operator for Brands — conversion-engineered Shopify storefronts, paid-media landing flows, full-funnel analytics, and CRO for recognized brands & operators (Jabbawockeez jbwkz.com, Farmers Market Hawaii, Fit Club Las Vegas), plus house collector storefront supa-cards.com.

Jabbawockeez — Ecommerce & official brand web design/redesign for the iconic Las Vegas entertainment & streetwear brand (Wockshop Shopify storefront at jbwkz.com).

Fit Club Las Vegas — Revamped Shopify web experience, local SEO content architecture (10–12 targeted landing pages/articles), speed optimization, and CRM/lead-tracking integration. Tracked 93 membership-form leads in July 2023 and drove ~$2,600 walk-in revenue on $1,000 ad spend (2.6× return on ad spend, client-reported) during an EDC campaign.

Aloha Tattoo, **TNT Tattoo** & **Wailana Tattoo** — Designed and shipped multi-location & Oahu/Waikiki tattoo studio websites paired with integrated CRM consult-to-booking workflows.

Tattoo.Agency · Studio & artist websites · SEO/AEO (answer engine optimization) — Aloha Tattoo, TNT Tattoo, Wailana Tattoo, Basilica Tattoo, Yudel Tattoos, Ohana Tattoo Company.

KORE Kompounds — Ecommerce web build for a compounds brand (careful claims; live storefront).

Farmers Market Hawaii & **Broadband Consultants** — Redesigned Shopify streetwear checkout UX (cutting purchase path from 5 clicks to ≤3) with Meta conversion/retargeting ads and Klaviyo lifecycle flows; redesigned B2B telecom consulting web presence.

Wild Side Projects & The Las Vegas Network

13 Live Las Vegas & Niche Discovery Properties — formula.vegas (F1 city guide), remote.vegas, bikelasvegas.com, racelasvegas.com, vegasbytrain.com, temperature.vegas, snowboard.vegas, meat.vegas, childcarevegas.com, vegas.domains, capturedvegas, vegashomeowner, supa-cards.com.

Wild Agentic Side Quests & Open Source — rs-sdk (live swarm tracker for in-game AI agents · git.cafe/rs-sdk); video-editor-tools; unofficial-toolkit-gitcafe.

Education, Credentials & Early Highlights

University of Washington — B.A., Science, Technology, and Society (2018). Coursework & research in data visualization, GIS/geovisualization, statistical analysis, and ecommerce UX/dark-patterns research (UW Portfolio).

Saint Martin's University (2014 – 2016) — Elected Student Government Vice President (2015–2016), Norcia Student Mentor, and NCAA Division II Track & Field scholarship athlete (sprints, long jump, relay) prior to transferring to UW.

Designlab UX Academy (@uxgavin) — Phase 1 & Phase 2, full-time from Nov 2016: 105 shipped UI/UX design submissions under 1-on-1 mentorship (research, personas, information architecture, user flows, wireframing, prototyping, usability testing).

Global AI Hackathon Seattle (2017) — 3rd Place — UX & Frontend Lead for *MarcoPolo-Recommender*, an enterprise knowledge-discovery app using Microsoft Graph API, TF-IDF, and NMF to connect coworkers working on related projects.

Core Stack & T-Shaped Capabilities

AI & Engineering: TypeScript, JavaScript, React, Next.js, Astro, Hono, Cloudflare Workers, D1 (SQLite), Durable Objects, REST APIs, OpenAPI/Zod, MCP Servers & CLI Tooling, Sanity, WorkOS, Vercel, Railway, Git, SQL.

UX, Web & Ecommerce: End-to-End Product Design, Design Systems (brand.tattoo.co), Shopify / Liquid, Webflow, Conversion Rate Optimization (CRO), Mobile-First Responsive UI, PostHog.

Growth & Revenue Operations ("T-Shaped Marketer"): Technical & Programmatic SEO (pSEO, GEO/AEO), Paid Acquisition (Meta Marketing API, Facebook/Instagram Ads, Google Ads), CRM & Lifecycle Automation (Funnel Design, Klaviyo, Webhooks/API Integrations).

My Tech Stack Rotation

Languages: English, Systems Architecture & Agent Orchestration — I don't hand-type boilerplate; I direct multi-agent fleets into production TypeScript.

Daily Agent Harness & Forge

- Grok Bot (persistent Linux multi-agent fleet)
- Claude Code & Codex (parallel autonomous execution)
- Hoplite.sh (cloud agent thread orchestration)
- git.cafe (agent-first git forge)
- Orgo (cloud computer for Done Agents)
- Hermes Agent (Nous Research agent runtime)

AI, Context & Media Primitives

- Mastra.ai (TypeScript agent framework)
- Context.dev (live MCP context & docs)
- HyperFrames (programmatic HTML/GSAP → MP4 engine)
- Treg (OpenRouter for agent tools & data)

Infra, Data & Shipping Runtime

TypeScript · Vercel · Convex · Cloudflare Workers (Hono + D1 + Durable Objects) · Next.js · Astro · Drizzle · Zod · Stripe · Shopify · PostHog · Paper