

Seth Quest

AI-Native Builder

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Portfolio: [SethQuest.com](https://sethquest.com) · 60-second highlight reel and case studies on every project

SUMMARY

AI-native builder shipping product, design, and software solo. Twenty years in San Francisco, a degree in industrial design, and a broad range of experience from innovation consulting to startups. AI moves so fast that anything older than a year is stale, so the six projects below are all from the last twelve months.

TOOLS

AI Claude (Code, Projects, Artifacts, API), ChatGPT. 2.5+ years daily.

AI Media Omni (video), NanoBanana (image), Gigapixel (upscaling), ElevenLabs (voice).

Build React, Vercel, GitHub, Claude Code, API integrations.

Day-to-day Asana, Slack, Notion, Google Workspace.

SELECTED PROJECTS · LAST 12 MONTHS

Elua · Fundraising platform for nonprofits and ecosystem stewards · 3-month contract 2026

AI-native transformation for an early-stage startup: how the team works, and what they ship.

- **Operations** Moved the team from ChatGPT to Claude and Notion to Google Workspace, selected their project management stack, and built a weekly check-in tool the whole team runs on.
- **Product & UX** Designed the core of the product: distilled lengthy reports built from 20+ analyses into interactive, data-viz briefs a client actually reads.

Puma Mala · Wellness & condo development · Client project 2026

A wellness, medical, and residential development in Costa Rica that nobody could picture. I made it legible and investable.

- **Strategy** Worked with the developer and key stakeholders to define the vision, then built the brand and positioning that made the whole concept land in under a minute.
- **Build** Shipped a one-page concept site, enhanced the architectural renderings with AI, and produced a 60-second film to drive local marketing and condo pre-sales.

Deep Fried Bananas · AI consultancy for food & beverage · Founder 2026

Restaurant owners are buried in AI hype with thin margins and no time. I built them a clear path.

- **Framework** Developed a model around the 12 pillars of business and a process to leverage AI to optimize operations and ready an owner to franchise.
- **Build** Designed and shipped the scoring dashboard, roadmap engine, owner interface, and landing page end to end. In beta with first users.

LizzieTours · Real estate AI tours · Client project 2025

A \$7M Hamptons listing arrived as a folder of silent photos. I turned it into a scroll-stopping tour.

- **Opportunity** Spotted the gap: luxury listings get discovered on social now, but this one had no video. Built Lizzie, an AI host, then cloned the agent's face and voice to front it.
- **Production** Chained Gigapixel, persona generation, motion synthesis, voice cloning, and sound design into one repeatable pipeline. The month made me fluent in AI video.

Do or Don't · Habit-tracking web app · Solo build 2026

A habit tracker with no streaks and no shame. Just a clear mirror of what you actually do.

- **Concept** Designed the product and the business model: free app as the on-ramp, an engaged email list as the asset, organic short-form video as the acquisition engine.
- **Build** Shipped the radial-wheel interface, color system, brand, and launch video solo, AI-native end to end. Live now, mobile in progress.

Oceanis · Financial planning web app · Solo build 2026

A net-worth planner for the digital nomad generation. Concept to working product in 24 hours.

- **Concept** Reframed personal finance for people building income, not protecting a portfolio: diversify streams, steer toward a "North Star" number, freedom in years not decades.
- **Build** Shipped a live projection engine and hand-authored SVG compass in a single-file React app. Free, private, browser-saved.