MAXWELL TOMS

AI PRODUCT DEVELOPMENT / CREATIVE TECHNOLOGY

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Product builder and small-business operator turning customer needs into working software and interactive experiences. Delivered paid field-operations software through Threshold. Combine workflow design, creative judgment, AI-assisted development and hands-on testing with experience selling products and supporting customers.

EXPERIENCE

Independent Business Owner | Toms Town LLC 2022 - Present

Current focus: Threshold | AI products and interactive experiences

- Translated a service contractor's field-to-office process into **VacTrack**, a paid custom system connecting crew records, time, photo evidence, closeout and manager review for billing preparation.
- Own discovery, workflow mapping and interface decisions; guide AI-assisted implementation, test browser and mobile workflows, and investigate problems through launch and client support.
- Turn project work into usable demos, documentation and handoff materials; incorporate feedback while checking that the delivered behavior matches the intended workflow.

Small-Business Operator | Happy Hollow Shrooms 2024

- Operated a weekend mushroom stand at farmers markets. Handled event outreach, vendor applications and payment coordination; secured acceptance to a local autumn market.

SELECTED PROJECTS

Voice Step Thru | Conversational AI prototype
Designed a service-intake experience using ElevenLabs to turn conversations into structured follow-up notes, with human review and a clear customer handoff.

Walter UFO Newsroom | Interactive media project
Conceived a virtual-host news experience with source links, captions, chapters and archive playback. Direct narrative, visual identity and creative review across the viewer experience.

ADDITIONAL EXPERIENCE

Independent Delivery Contractor | Self-employed 2020 - Present (intermittent)

Manage delivery schedules, route changes and customer issues across the Kansas City area.

Technician | OXG LLC	Apr 2021 - Jul 2022
Lawncare Specialist | TruGreen	Aug 2018 - May 2020
Delivery Driver | Marco's Pizza	Sep 2017 - Jun 2018
Dock Hand | Central Transport	Jun 2017 - Aug 2017
Senior Technician | Valvoline Instant Oil Change	Aug 2015 - Aug 2016

SKILLS & TOOLS

Product: Workflow mapping, prototyping, user experience, client communication, documentation and quality assurance.
Tools: ChatGPT / Codex, Claude, ElevenLabs, Canva, CapCut and Cloudflare Pages.
Practice: AI-assisted development, creative direction, prompt design, browser testing and troubleshooting.

EDUCATION

Fort Osage High School | High School Diploma
University of Central Missouri | Aviation studies coursework