

TRISTIN ESFANDIARI

Forward-Deployed Solutions · Workflow Discovery to Production Adoption

San Diego, CA | (818) 562-0012 | tesfandiar@rad.y.ucsd.edu | esfandiar.dev | linkedin.com/in/tristin-esfandiar

U.S. Citizen | Available full-time immediately | Part-time MBA (UC San Diego Rady) completes Jun 2027

SUMMARY

I get called in when a company has more information than it can use. Fifteen years building operating systems, the last three inside AI products. I run workflow discovery, choose the use case, build the thing, and stay until the team runs it without me. Most recently a regulated clinical review that went from 6 hours to 20 minutes, with the clinician still making the call.

CORE COMPETENCIES

AI adoption and governance: use-case selection, build-versus-buy analysis, LLM evaluation, human-review design, pilot design, training, adoption measurement

Workflow discovery and redesign: executive and frontline interviews, current-state mapping, constraint analysis, process redesign, SOPs, KPI design

Product management: roadmaps, customer discovery, requirements, backlog priorities, release planning, stakeholder management

Delivery: implementation, change management, enablement, handoff, value measurement

Technology: Python, TypeScript, FastAPI, React, retrieval-augmented generation, LLM evaluation, AWS, MongoDB, Supabase, n8n, SQL

PROFESSIONAL EXPERIENCE

AI Transformation and Adoption Consultant, Independent | San Diego, CA Jan 2026 to present

Companies bring me in when they have more information than they can use and no clear path from AI interest to daily work. I map the work, find the constraint, and build only what the team can adopt.

- Sit with executives and frontline teams to see how work moves and where it stops. Choose use cases by value, effort, risk, and user readiness.
- Ran AI adoption at a 40-person M&A advisory firm. Scoped which workflows were worth automating (valuations, market comps, CIM drafting) and which were not. Opened with a full-firm workshop and handed over a biweekly series the firm now runs without me.
- Built a document-redaction layer so associates could push confidential deal materials through commercial LLMs. Confidentiality is the specific reason most advisory firms stall on AI. This removed it.
- Rebuilt a rehabilitation center's admissions review to estimate reimbursement, cost, and case margin from intake records. Cut staff time roughly 10x and removed the dependence on payer phone calls. Still running without me.
- Write the roadmap, make the build-versus-buy call, set the controls, train the team, and stay through handoff.
- Led a build-versus-buy review for a staffing client and recommended an existing product at a fraction of the projected build cost.

Founder and CEO, UniWise | San Diego, CA Feb 2024 to Jan 2026

Started UniWise to make long clinical records faster to review without taking the clinician out of the decision. Learned to code within six months so I could specify and evaluate the system directly.

- Shipped a retrieval pipeline turning 300 to 500 page donor records into cited, severity-ranked case reviews a clinician could approve in **20 minutes, down from 6 hours**, with the final call human by design.
- Set the product roadmap and translated clinical and regulatory limits into requirements for a 12-person engineering team.
- Built HIPAA and FDA requirements into the architecture from the first commit: PHI controls, human-review gates, audit citations. Negotiated the BAAs directly with covered entities.
- Signed two enterprise pilot customers and a \$75K pilot partnership agreement with a regional organ and tissue bank.
- Stack: Google ADK, Anthropic SDK, AWS Bedrock, AWS Amplify, MongoDB Atlas, Auth0.
- Won first place at UCSD Basement Demo Day and third at Rady StartR two weeks later. 50+ inbound VC contacts.

Founder and CTO, Muralink | San Diego, CA Dec 2025 to Jun 2026

Built a manager and employee compatibility assessment from organizational-psychology research to a live platform in six months.

- Onboarded the first enterprise client, 5,000+ employees, while the product was still being built.

- Ran customer discovery alongside development instead of ahead of it. Client feedback changed requirements and release priorities.
- Turned organizational-psychology research into product logic, assessment workflows, and a live user experience. Owned the roadmap.
- Built the system: 8 behavioral scales, 48 items, an LLM narrative engine across 18 content types and 5 pipeline paths, 271 tests, and a GraphRAG knowledge graph over 367 papers.

Teaching Assistant and Instructional AI Product Manager, TritonGPT | Rady School of Management, UC San Diego Sep 2023 to present

- Turn faculty questions into requirements, prompts, grading rules, and governance needs for course-based AI assistants.
- Built an AI grading workflow for negotiation simulations with a fixed scoring rubric and structured feedback. Moved the assistant into TritonGPT production for classroom testing with UC San Diego's AI service owner.
- Compared Claude Sonnet 3.5, Llama 4B, and GPT-4o for grading variance and feedback quality to guide model choice and human-review rules.
- Designed evals and quantitative metrics for a subjective assessment by separating generation from evaluation instead of letting the model grade itself.
- Lead teaching assistant across eight consecutive quarters. Deliver full lectures in Marketing, Business Ethics, and Negotiations.

VP of Operations, Power Washing Pros and OPS Inc | Los Angeles, CA Jun 2019 to Mar 2022
Joined a four-person field company and built the operating systems it needed to become a 50-person, \$8M business.

- Built the operating infrastructure from nothing across three businesses: lead intake, quoting, dispatch, workforce, fleet tracking, inventory, billing, and SOPs.
- Replaced on-site survey visits with aerial and satellite imagery estimating, compressing quote turnaround.
- Those systems carried the business from 4 employees to 50 and \$8M in annual revenue. The SOPs outlived my tenure.
- Stack: Salesforce, FieldPulse, QuickBooks, and a custom employee and inventory application.

Marketing Manager, BAND, Naver Corp. | Los Angeles, CA May 2022 to Jun 2023

- Opened the U.S. education vertical for a group-communication product built in Korea. Led a team of 6.
- Launched a user-generated content campaign that drew 10,000+ participants.
- Public face of the U.S. office. Delivered conference keynotes to audiences of 200 to 1,500.

Founder, DAM Inc. and earlier marketing roles | Los Angeles, CA 2011 to 2019

- Founded and ran a four-person digital marketing agency at 22. Owned the P&L.
- Managed a \$1M annual marketing budget at Ivy, a blockchain fintech, through the company's acquisition.

EDUCATION

MBA, Rady School of Management, UC San Diego expected Jun 2027

B.A. International Business, *cum laude*, UC San Diego Dec 2024

- Minor in Entrepreneurship and Innovation

A.S. Mathematics, *cum laude*, LA Pierce College Jun 2022

CERTIFICATIONS

Claude Certified Associate (Anthropic) · Google Cloud Certified Generative AI Leader · OpenAI Academy AI Foundations · Claude Partner Network member

ADDITIONAL

- **Built:** mytxt.dev, which makes websites readable by AI assistants. 2,856+ scans recorded.
- **Writing:** author of *The AI Pragmatist*, a monthly newsletter on practical AI.
- **Reprieve:** founded the nonprofit and raised \$25K to buy and forgive roughly \$2.5M in delinquent medical debt.
- **Advisor** to The Basement, UC San Diego's startup accelerator.