

MILENA WEBB

AI-NATIVE PRODUCT BUILDER | SAAS DEVELOPMENT | PRODUCT STRATEGY

Charlottesville, VA | 434-400-8070 | info@milenawebb.com | www.milenawebb.com

PROFILE

AI-native product builder, founder, and client services leader with 15+ years of web development and digital delivery experience. Build SaaS products from idea to launch by combining customer discovery, workflow design, product strategy, UX, rapid prototyping, hands-on development, integrations, testing, and iteration. Top 10% Lovable builder with extensive hands-on Claude experience and a portfolio of independently built, live products. Strong at turning unclear business problems into practical software and explaining technology to nontechnical users.

CORE SKILLS

Product strategy • Zero-to-one SaaS • Customer discovery • Workflow mapping • Requirements gathering • Rapid prototyping • Claude & AI-assisted development • Lovable • React/TypeScript-based applications • Supabase/Postgres • APIs & integrations • Authentication & permissions • UX • Product iteration • AI enablement & adoption • Client services • Stakeholder management • GitHub workflows

EXPERIENCE

Founder & AI Product Builder | Webb Consulting LLC, Virginia Mar 2026 - Present

- Build and launch SaaS products and customer-facing applications from problem definition and workflow design through implementation, testing, launch, support, and iteration.
- Work directly with users and clients to understand workflows, uncover recurring friction, clarify requirements, and turn feedback and usage patterns into product improvements.
- Use Claude and Lovable as core development tools to prototype, troubleshoot, evaluate approaches, and build React/TypeScript-based applications; recognized as a Top 10% Lovable builder.
- Design user flows, data models, authentication, permissions, dashboards, forms, automations, and integrations using Supabase/Postgres and third-party APIs.
- Translate technical concepts into practical guidance, onboarding, documentation, and support for nontechnical users and stakeholders.

SELECTED PRODUCTS

OpenSked | opensked.com Scheduling and operations SaaS. One active customer used the platform to manage 578 orders, 150+ clients, 90+ service providers, and \$100K+ in business revenue over a three-month period.

Revs | revsi.app Automated review-request SaaS that turns completed jobs into timed, personalized workflows; integrates with OpenSked and exposes an API for other business systems.

ClubTree | clubtree.app SaaS platform for membership organizations with websites, applications, directories, events, attendance, communications, newsletters, documents, and member tools.

SiteClub | siteclub.eu Multi-tenant website platform for small businesses combining website creation, hosting, updates, and ongoing digital support.

Freelance Web Developer & Digital Consultant | Independent, U.S. & Bulgaria

15+ years

- Built and maintained websites and digital experiences across industries, owning discovery, planning, implementation, launch, troubleshooting, and ongoing support.
- Served as the bridge between business goals and technology, translating client needs into site structure, workflows, functionality, integrations, and practical digital solutions.

Founder | Web Development, Digital & Client Services | Hype Street, Sofia, Bulgaria

2013 - 2018

- Founded and operated a creative and digital agency, working directly with clients on websites, digital experiences, branding, marketing, and online presence while managing delivery, budgets, timelines, vendors, and quality.

Client Services Director / Account Executive | Eurapel Communications, Sofia, Bulgaria

2005 - 2013

- Progressed from Account Executive to Client Services Director, managing 50+ client accounts and leading web, digital, advertising, and creative projects from requirements through delivery.

LEADERSHIP & EDUCATION

Vice President & President-Elect | Rotary Club of Charlottesville | 2026-2027 Board leadership, community initiatives, stakeholder coordination, communications, and digital modernization.

Postgraduate Certificate, Marketing, Advertising & Business Communication | University of National & World Economy, Sofia, Bulgaria

BA, Foreign Affairs | University of Virginia, Charlottesville, VA