

BRANDON L. BEADLESON

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Product builder and practicing therapist (RMHCI, Florida). I design, ship, and operate SMB SaaS and AI products for time-constrained clinical professionals — end to end, from discovery and pricing through Stripe billing, retention, and support — and I live the provider workflow daily as a practicing IOP therapist.

EXPERIENCE

Founder & Product Lead — Brandini (independent product studio) · brandini.org Remote · Sept 2025 – Present

Ship and operate a portfolio of live products for clinicians and small businesses — owning discovery, roadmap, build, pricing, billing, analytics, and support end to end.

- **TherapyResource.net** — SMB SaaS for therapists: 335 evidence-based worksheets, six validated assessments (PHQ-9, GAD-7, PCL-5, PSS, AUDIT), interactive Pro tools, and shareable client links with view tracking. Stripe subscriptions with 7-day trials and paying subscribers; 746 statically generated SEO pages.
- **Dahlia · dahlia.coach** — AI coaching product on Claude with per-session pricing and a clinical safety layer: live crisis routing to 988 and hard stops at the coaching/therapy boundary. Cut AI input costs ~90% with prompt caching.
- **NeuroTarget** — TMS targeting and protocol reference for practitioners: interactive MNI brain atlas with evidence-based protocols across 20+ FDA-cleared conditions.
- **Client delivery — CovertThreat** — production Next.js marketing site and campaign gallery for a paid-media client, shipped under NDA.

Primary Therapist, Intensive Outpatient — Charlie Health

Remote · Nov 2025 – Present

- Carry a full IOP caseload (individual, family, and group therapy) — living the documentation, scheduling, treatment-planning, and measurement-based-care workflows daily from the provider side.
- Track outcomes with standardized measures and coordinate evidence-based care plans across interdisciplinary treatment teams.

Founder & Managing Director — Drachma (fintech / web3)

Miami, FL · May 2021 – Dec 2023

- Founded a blockchain fundraising platform for nonprofits and small businesses; shipped the ERC-20 smart-contract layer to Ethereum mainnet and led a small team across engineering, strategy, and R&D while managing budgets and SEC-compliance guardrails.

Project Manager — Unlimited Flooring of South Florida

Miami, FL · May 2020 – Aug 2023

- Scoped client goals into project plans, milestones, and crew assignments; managed on-site teams and materials logistics to on-time delivery.

Earlier: Clinical Psychology Intern & TMS Technician, GIA Healthcare (2024–25) — co-occurring disorders caseload; MagVenture/Localite neuronavigated TMS across DLPFC, ACC, and SMA protocols; co-developed TMS–psychotherapy integration protocols · Clinical Psychology Intern, FIU Center for Children & Families (2023–24) · Graduate Research Assistant, FIU Neural Dynamics of Control Lab (2022–23) — EEG/ERP error-monitoring research.

LEADERSHIP

Founder & Chapter President — Kappa Sigma Fraternity, FIU

2018 – 2021

- Founded the chapter and scaled it from a 5-member colony to 50 members; built recruitment, standards, and member-development programs and led the executive board across finance, accountability, and events.

EDUCATION & CREDENTIALS

M.S. Psychology — Florida International University, 2025 · B.A. Psychology & Interdisciplinary Studies (Economics focus) — FIU, 2021

Registered Mental Health Counselor Intern (RMHCI), Florida · Gottman Method (I & II) · TF-CBT · Motivational Interviewing · TMS Mastery (MagVenture) · HIPAA

SKILLS

Product: discovery, pricing & packaging, funnel and retention analytics, Stripe billing, SEO, roadmapping and solo end-to-end delivery

Engineering: TypeScript/JavaScript, React, Next.js, Python, Supabase/Postgres, REST APIs, Vercel, GitHub, Jira

AI: Claude API, prompt design and caching, LLM safety rails and cost controls, evaluation-minded QA

Clinical: CBT/DBT, Motivational Interviewing, measurement-based care (PHQ-9/GAD-7) · **Languages:** English, Spanish