

Andrew Tabb

Self-taught software builder

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SUMMARY

Self-taught software builder. I design, build, ship, host, and support my own web and game products end to end. I am hands-on with Pendo. I instrumented a live web app with the Pendo agent, verified the install, tagged its pages and features, and built segments and funnels. I work in Claude Code every day, which is the same technology Pendo's Novus agent is built on. I want to start close to the product and the customer in support and onboarding, and grow from there.

WHY PENDO

- **Hands-on with Pendo.** Instrumented a four-page web app with `pendo.js`, verified it with `pendo.validateInstall()`, tagged four pages and five features, and built a segment and an Add Task to Done funnel.
- **Used Novus end to end.** Connected Novus to a scoped repository, reviewed and merged its SDK-install pull request, and built a product map. Novus is built on Anthropic's Claude, which I work in daily, so I understand the AI layer Pendo is investing in.
- **I build and ship my own products.** StudyRoster, a study-tracking web app, and Hell Swarm, a browser game played by more than 25 testers.
- **Familiar with the whole surface customers touch.** JavaScript snippet installs, automatic event capture, retroactive tagging, product analytics (paths, funnels, retention), and in-app guides.

SKILLS

Product analytics (Pendo) · JavaScript and web development · Full-lifecycle software (design, build, deploy, host, support) · AI developer tools (Claude Code) · Customer support and onboarding · Technical troubleshooting · Clear written documentation

SELECTED PROJECTS

- **StudyRoster** (studyroster.com). A study-tracking web application. I built the full stack. It is live, with a free trial that converts to a subscription.
- **Hell Swarm** (hellswarm.net). A browser game, played by more than 25 testers. I iterate from player feedback and how people actually play. Player input feeds structured data that shapes what I build next.
- **Multi-agent automation system.** I built and operate a system of coordinated AI agents that help develop and maintain my products, with its own review, memory, and governance layers.

EXPERIENCE

Founder, Tabb Labs LLC

Raleigh, NC · 2026 to present

The legal entity I set up for my own software work. I design, build, ship, and host my own web and game products, and I handle deployment, hosting, and user support myself.

EDUCATION

- **Wake Technical Community College**, Raleigh, NC (2018 to 2019). General-education coursework across two semesters, about 26 credits: biology, English composition and research writing, and Spanish.
- **Pendo Academy.** Earned the Pendo Admin Certification (passed the certification exam). Continuing through the Product Analytics and Digital Adoption tracks.
- Self-directed software development (ongoing).