Donald Bullers

Founder & Product Leader (Onchain Social, Identity & Consumer Apps)
Base • Farcaster (FID 897) • World Ecosystem
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Senior product leader and founder building consumer onchain social products across Farcaster and Base. Early Farcaster user and miniapp developer with experience in wallets, identity, and social discovery systems. Founder & CEO of Tuum Tech, leading end-to-end product strategy and execution for intori, a social graph mini app with 17,000+ accounts onboarded and 1.2M+ insights. Proven ability to own ambiguous problem spaces, ship fast, and drive adoption across emerging crypto ecosystems.

EXPERIENCE

Founder & CEO - Tuum Technologies, Inc. | 2020 – Present

- Founded and led Tuum Technologies, building decentralized identity, wallet, and social discovery infrastructure.
- Owned company strategy, product direction, funding, and execution with hands-on leadership across product, engineering, and design.
- Built and shipped onchain products, including MetaMask Snaps, web wallets, identity services, and social prototypes.
- Worked directly with ecosystem partners including ConsenSys / MetaMask, World Foundation, Hedera Hashgraph, HBAR Foundation, and Veramo Labs.
- Active crypto builder since 2017 with deep, practical understanding of wallet UX constraints, onchain identity models, and consumer crypto tradeoffs.

Founder & Product Lead - intori (Product of Tuum Technologies) | 2023 – Present

- Led product strategy and execution for intori, a consumer onchain social discovery app built on Farcaster and Base.
- Onboarded 17,000+ accounts and drove 1.2M+ questions answered, supporting daily feed-native discovery loops.
- Launched a feed-integrated AI agent operating inside Farcaster client apps to support user discovery and onboarding.
- Made critical early product decisions based on platform signals:
    - Pivoted away from channel-based distribution when adoption stalled.
    - Adopted Frames v2 immediately upon release to unlock richer consumer UX.
    - Transitioned from "gifts" to stamps to reduce feature confusion and create a scalable social graph primitive.
- Designed discovery flows enabling users to find each other:
    - In-feed via shared stamps.
    - Daily through themed question completion and matching.
- Collaborating with the World Foundation to expand interoperable XMTP messaging and onboard verified humans.
- Positioning the product to rapidly onboard 20–30k verified humans at World App launch.

PRIOR EXPERIENCE

Vice President / CFO - Sage Island |2009 – 2020

- Led financial strategy, budgeting, and operations for a digital marketing agency over a decade.
- Owned accounting, forecasting, and resource allocation supporting sustained growth.

SKILLS

Product Strategy & Execution • Consumer Social & Discovery Systems • Onchain Products & Wallet UX • Identity & Verification • Metrics & Experimentation • AI-Assisted Consumer Experiences • Cross-Functional Leadership