Meet Jay Hack! Jay got into Artificial Intelligence in middle school. After teaching himself how to code, he came across a book that helped him understand how clever computers can be and how they think, making him even more interested in the world of AI.

In high school, Jay had a chance to learn about AI in his high school, and he continued working on his own AI projects throughout college. After graduating, he landed a job in machine learning, where he kept growing his skills. This eventually led Jay to start a successful business that uses machine learning to personalize beauty shopping. Fast forward to today, and Jay is already working on his next startup idea.

We asked Jay several questions about his current role and his advice for young coders.

What do you work on?
Right now, I'm getting ready to start a new kind of project. I'm very interested in something called codegen. It's when we use smart computers to create code. There are lots of things we can do with this, like making the computer write instructions for code, testing code, and even checking if the code is good or not.
I believe this technology can help us make big steps ahead.

How do you use coding in your industry/projects?

As an entrepreneur coming up with new ideas, I code every day. I make prototypes, I make early versions of my ideas, I try out other people's things using code, and do even more. **The smart way to know if people like an idea is by making a simple version and letting people try it.** If they want a better one, I make it better! About every week, I create a first model using code, share it with everyone, and see what they think.

Any insights for young aspiring coders?

Programming will be very different in five years from how it was two years ago. We don't know exactly what it'll be like, but we know that people who write code will do more in less time, robots and people will team up, and our computer tools will get new technologies.