

Jonas Hirshland

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Product-minded software engineer with leadership experience across the stack and in early-stage startup environments. Certified sailboat captain and backcountry skier.

EXPERIENCE

Boppn LLC – Founder – [App Store](#) and [Site](#) **Jul 2024 – Present**

- Designed and engineered a scavenger hunt platform supporting 500 concurrent users at flagship NYC event.
- Built iOS app, backend API, marketing site, and internal operations tool. Stack: Swift, Node.js, Next.js, AWS Lambda, Firebase, Retool, Tailwind CSS.
- Led product vision and technical execution – blending engineering and entrepreneurship.

Operto Guest Technologies – Senior Fullstack Engineer **Feb 2024 – Feb 2025**

- Tech lead for upsell payments project tailored to short term rental owners and managers. Integrated Stripe within the owner dashboard, enabling property owners to sell products within the guest app. Stack: React, React Native, Serverless Framework, S3, Docker, Expo.js, Terraform.
- Consistently chosen to manage and lead projects over the finish line in a fast-paced development cycle.

DACK Inc. (Acquired by Operto) – Head of Product **Jul 2023 – Jan 2024**

- After successfully leading the development of a new line of business, our premium private label product, I began directing the product roadmap. I managed an Android engineer, data analytics intern, and JIRA board.
- Collaborated with backend engineers to design APIs that deliver key codes to guests and process credit card and Apple Pay transactions. Commerce features have facilitated over \$1 million worth of in-app transactions.
- Served as key product and technology evangelist during the acquisition, since we did not have a CEO.

DACK Inc. – Lead iOS Engineer – [App Store](#) **Feb 2021 – Jun 2023**

- Directly responsible for developing the mobile application from the first user to over 15k MAUs and 300k downloads. Pushed product analytics enabling >99% crash-free sessions, and a 4.9 App Store rating. Stack: Stripe, Mixpanel, Sentry, Fastlane, SnapKit, WebKit, Alamofire.

Bird – iOS Engineer Intern – [App Store](#) **Sep 2020 – Jan 2021**

- Contributed to core features in production, including a Bluetooth firmware updater. Developed payout visibility tools for Bird's fleet managers, reducing support tickets and increasing transparency. Stack: ReactiveSwift, Core Bluetooth, Core Data, AWS S3, Cloudfront, Kotlin.

EDUCATION

University of Michigan – Bachelor of Science – Ann Arbor, MI **Sep 2016 – Dec 2019**

Computer Science, Cum Laude – 3.2 GPA Graduated Early - 3.5 years

- *Techlab at MCity Fellowship* – Collaborated with autonomous vehicle startup Carmera Inc. to commercialize their research on classifying images with construction objects at night.
- *Shift Creator Space* – Incubated side project within 2019 cohort which turned into Flicket LLC.
- Relevant Coursework – Philosophy of AI, Intro to AI, Computer Vision, Search Engines, Autonomous Robotics