

# Keith Hoerling

Silicon Beach, CA // [keith@hoerling.com](mailto:keith@hoerling.com)

Co-creating futuristic solutions and leadership in software

## Nike (\$NKE) 2022-2024

As a Senior Engineer, I supported both frontend & backend Nike Virtual Studios teams, from cloud infrastructure through distributed/blockchain software solutions and mentorship: Elixir, Typescript, React + Next.JS & Amazon AWS.

## UX (\$UX) 2021-2022

As Head of Engineering, I architected software solutions with my team leads, drove web3/COSMOS projects to Mainnet, including the UX Discord + Web faucet, a slick on-chain/realtime analytics tool and Peggo: Golang, React + Native & GCP.

## Dimension 1998-2021

As the creator, I lead a potent, tight-knit team, ensuring our customers never failed; launched iOS & Android apps, Shopify apps + Storefronts, Podcasts; engineered with: Clojure, Elixir + Phoenix, Dart + Flutter, Next.JS + Typescript, React + Native, Svelte, WebSockets, GraphQL; Postgres, AWS & GCP.

## WeedMaps (\$MAPS) 2007-2013

As the co-founder and CTO, I created and bootstrapped startup-through-enterprise, scaling multiple-commas of sustainable revenue, supporting millions of customers monthly and leading the software engineering teams: Erlang/Elixir, Ruby + Rails.

Consultant	//	<u>Manufactur</u> 2017-2020	Raised VC, Shopify, React, GraphQL
Engineering Director	//	<u>Instant Channel</u> 2015-2019	Elixir + Phoenix, GraphQL, NodeJS
Lead Engineer	//	<u>Cars Direct (\$CARS)</u> 2008	Ruby + Rails, Perl, C#
Senior Engineer	//	<u>Dynamic</u> 2004-2007	C, Ruby + Rails, Perl, Java, C#
Consultant	//	<u>Rhythm Interactive</u> 2006	PHP + OSCommerce, LAMP, Linux
CoFounder	//	<u>CDS Labs</u> 2002-2006	C, Perl, x86 ASM
Consultant	//	<u>Anderson Unicom</u> 2000-2002	Objective-C, Java, WebObjects
Software Engineer	//	<u>Javanet</u> 1998-2000	Perl, Java, Visual Basic

## EDUCATION

Chapman University 2006

B.S. Computer Information Systems and Business

Orange Coast College 2002

A.A.S. Computer Science and Engineering

## FUNDING & AWARDS

F6S New Ventures Accelerator 2018

TechCrunch & Y-Combinator participation TC40 & TC50

Apple Distinguished Engineer Scholarship WWDC 2003-2004