Gabriel Hernandez

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SUMMARY

Staff Software Engineer specializing in iOS platform architecture, developer productivity, and cross-team coordination. 15+ years from co-founding full-stack startups to leading iOS platform strategy at Square, with expertise in legacy modernization and enabling large-scale engineering organizations to deliver faster and more reliably.

EXPERIENCE

Senior Software Engineer → Staff Software Engineer   February 2020 – Present
Square / Block   *Toronto, ON*

Staff Software Engineer / iOS Tech Lead (September 2025 – Present)

- iOS Tech Lead for Checkout Applet Mobile team, responsible for flagship Square POS main screen across all seller verticals.
- iOS architecture expert for Converged Item Grid (evolved from Visual Browse), driving technical decisions and codebase evolution across unified POS.
- Coordinated cross-functional effort with Restaurants org (PMs, designers, engineers) to design tabs architecture expansion, ensuring future compatibility for multi-mode adoption.

Senior Software Engineer / Retail iOS Platform Lead (March 2022 – May 2025)

- iOS Platform Lead for Retail Mobile Engineering org (25 mobile engineers, 12 iOS engineers across 3 teams).
- Led architecture and rollout of Unified Checkout, removing 25,000+ lines of legacy code and increasing test coverage from 7% to 50%, contributing to iOS crash rates dropping to historical lows.
- Enabled SuperPOS launch as Retail iOS representative, implementing mode-switching and shared infrastructure abstractions to unify Square's POS apps across verticals.
- Migrated checkout navigation from brittle modal presentation logic to a structured, testable architecture, improving modularity and developer velocity.
- Created oncall runbook for Retail Mobile defining iOS and Android oncall expectations and responsibilities, coordinating with EMs and leads across 25+ engineers.
- Led Mobile Oncall Working Group across all POS teams, creating presentation materials (recorded), and coordinating automation to prevent dropped tickets in Waiting for Customers status.

Senior Software Engineer (February 2020 – March 2022)

- Designed and led Visual Browse iOS development, mentoring engineers and coordinating with Android and Restaurant teams to build catalog browser on shared infrastructure, now foundational to unified POS across verticals.
- Enabled Retail POS international expansion by implementing address format customizations, feature flagging for regional compliance, and adapting fulfillment workflows for multiple countries.

Lead Mobile Developer   September 2017 – January 2020
Skrumble Technologies   *Toronto, ON*

- Led mobile engineering and cross-platform coordination, managing team of developers including junior engineers and aligning technical decisions with Android lead on WebRTC protocols and messaging formats.
- Resolved critical WebRTC reliability issues in video/audio calling, redesigning VoIP connection architecture, modularizing library, and coordinating signal management across iOS and Android clients.
- Architected greenfield iOS app with blockchain capabilities, creating UI component system with "safe rails" for junior engineers, Ethereum SDK for blockchain integration, and end-to-end encryption using Signal Protocol.

Senior Software Engineer   October 2016 – September 2018
Girls Who Code   *Remote*

- Improved iOS and Android loading times by 400% by redesigning API calls, optimizing database queries, and implementing local caches.
- Designed and implemented new timeline-based homepages for iOS and Android applications with Django API endpoints.
- Resolved critical push notification reliability issue where APNS-only approach failed to deliver content. Built Django backend with API and updated clients for guaranteed delivery.

Co-Founder, Principal Software Engineer May 2013 – December 2016
GlobalMET *Hermosillo, Mexico*

- Co-founded and served as Director of Technology for GlobalMET, Mexico's first coordinate-specific weather platform for rural areas, building auto-scaling distributed system on GCP processing NOAA satellite data to generate 21-day forecasts for agricultural clients across Sonora and Sinaloa.
- Engineered agricultural alert system with Django/PostgreSQL backend enabling farmers to receive automated SMS/push/email notifications when forecasts met crop-specific thresholds (frost warnings, optimal spray conditions, pest risk), improving production efficiency.
- Built full-stack platform including iOS app, macOS meteorologist tools for forecast refinement, and API infrastructure, creating disruptive innovation validated as more accurate than Weather Channel for rural Mexico.

iOS & Backend Engineer / Co-Founder January 2010 – September 2017
Big Bang Dev *Hermosillo, Mexico*

- CiVO: Built full-stack VoIP and chat application (backend, iOS, Android) enabling free calls to landlines.
- UNE Transporte Sonora: Developed real-time vehicle tracking system (backend, iOS) for public transit across Sonora, Mexico.
- BuddyCard: Developed full-stack loyalty platform with Django backend/API, iOS app for venue discovery and rewards tracking, tablet app for merchant check-ins and redemptions, managing point accumulation across multiple partner businesses.

EDUCATION

Tecnológico de Monterrey Hermosillo, Mexico
Bachelor of Science - Information and Communications Technologies (Graduated with Honors) *Aug. 2007 – Dec. 2011*

Concordia University Montreal, QC
Computer Science Student Exchange Program *Aug. 2010 – Dec. 2010*

TECHNICAL SKILLS

Languages: Swift, Objective-C
iOS Development: UIKit, Blueprint, SwiftUI, Workflow
Architecture & Patterns: Protocol-Oriented Programming, Dependency Injection, Modular Architecture
Platform Leadership: iOS Platform Architecture, Cross-Team Coordination, Developer Productivity, Code Quality & Testing
Specialized: WebRTC, RPC, Signal Protocol Encryption