

William Hubenschmidt, Senior Software Engineer

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Senior engineer who translates complex business requirements into elegant solutions. 10+ years contributing to cross-functional software teams, shipping cloud-native applications, integrating APIs, and developing agentic AI.

Skillset: Full-stack software, AI, and audio engineering, OpenAI Agents SDK, RAG, LLM observability, LangGraph, Go, TypeScript, Python, Node.js, React / Next.js, PHP/Laravel, Microsoft Azure, Azure DevOps, Docker, SQL, Azure IoT Hub, CI-CD, Agile, Cursor, Claude Code, AI-accelerated development lifecycles (AI-DLC), technical leadership

PinaColada.co — Principal Engineer (May 2019 – present), New York, NY

- Agentic artificial intelligence graphs and multi-modal LLM agents to enhance business automation using Go, Python, LangGraph, OpenAI Agents SDK, and retrieval-augmented generation.
- Shipped [PinaColada](http://PinaColada.co), a multi-modal CRM in Go/React with end-to-end observability and specialized agents.
- Shipped [TuneCrook](http://TuneCrook.com), a Node.js/React Discogs client to enable agentic AI to act as a curatorial assistant.
- Built sales floor CRM and price match functionality for Adorama, Inc., used polling data pipelines to automate data scraping of product SKUs, reduced data entry 90%.
- Developed e-commerce storefront and customer survey web application for Tame Your Wallet, Inc.

Cumulus Consulting, LLC — Lead Integration Engineer (Apr 2023 – Apr 2025), New York, NY

- Shipped [Helios](http://Helios.io), a multitenant B2B integration platform adopted by 5 enterprise manufacturers in year one; designed domain-driven micro-services (React, Node.js, MSSQL, Azure DevOps, Docker).
- Developed full-stack integrations, application features, and point solutions; gathered system requirements, developed cloud-driven software architecture to integrate third-party APIs with Plex ERP.
- Introduced best practices in Agile software development; led a team of five developers; reviewed pull requests, delegated tasks, wrote design specifications; authored a test-driven, scalable, idiomatic codebase.
- Deployed CI/CD infrastructure to facilitate the software development lifecycle using Azure DevOps.
- Implemented manufacturer quality management system using message queue in Node.js / React frontend.
- Architected IoT edge pipeline (Azure IoT Hub) that syncs on-prem PLC data with Plex in less than 2s.
- Achieved SOC2-ready security posture (Okta)—rolled out JWT bearer tokens for private APIs, signed consumer-key/secret pairs for public endpoints, and Auth0-based MFA for the React frontend.

Par-Tech Global Automotive Solutions — Software Engineer (Jun 2021 – Jan 2023), Detroit, MI

- Developed telematics features for EV fleets; full-stack software engineer and React frontend lead.
- Implemented API endpoints leveraging performant backend queries using Laravel/PHP.
- Improved application reliability; led efforts in defect resolution, reduced production defects to zero.
- Provided ongoing peer review and detailed estimates of scope within Agile software development lifecycle.

Web developer, CRM solution engineer for various NYC nonprofits (2011-2019), New York, NY

- IT, Salesforce, web development and fundraising roles with Amnesty International USA, Robert F. Kennedy Human Rights, Correctional Association of New York, and various advocacy organizations in NYC.

EDUCATION

Eastern Michigan University – B.A., Computer Science

Columbia University, School of Engineering — Certificate Computer Engineering

University of Michigan, Ann Arbor — B.A. American Culture, Music