Keith Hoerling

Silicon Beach, CA // keith@hoerling.com

Co-creating futuristic solutions and software leadership

Senior Engineer // Nike ($NKE) 2022-2024

Supported both frontend & backend Nike Virtual Studios teams, from cloud infrastructure through distributed/blockchain software solutions and mentorship. (Elixir, Typescript, React + Next.JS & AWS)

Head of Engineering // UX ($UX) 2022

Lead the engineering team day-to-day, 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)

Creator // Dimension 1998-2021

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, Amazon AWS & Google GCP.

CoFounder & CTO // WeedMaps ($MAPS) 2007-2013

Created and bootstrapped from startup through enterprise; scaled multiple-commas of sustainable revenue; supported millions of customers monthly; lead the technology and engineering teams.

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