

Jonas Hirshland

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Product-minded 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 [Website](#) **Jul 2024 – Present**

- Built an events platform supporting thirty in-person events with 3,000 cumulative attendees. Technical lead on three full-stack applications: event organizer portal, participant application, and registration website. Participant application supported 500 concurrent users uploading media at an event.
- Built an inclusive community where people are invited to be themselves and meet new people while exploring the streets of a city. At our events, friends have met their significant others, five people have got our company name tattooed on them, and we usually get comments like “this was my favorite day I’ve spent in this city”.
- React Native (Expo), Next.js, Typescript, Supabase, Python, AWS ECS/Fargate, Docker.

Movemint — Software Engineer (Contract) — [Website](#) **October 2025 - April 2026**

- Designed a registration discount system that improved control over maximum usages, time-based restrictions, and checkout analytics.
- Worked on a local development pipeline so that agents could run all servers with seeded data.
- Ruby on Rails, Stripe, React.

Operto Guest Technologies — Senior Fullstack Engineer — [Site](#) **Feb 2024 – Feb 2025**

- Engineering lead for upsells within the hotel and short term rental industry. Used Stripe Connect to power the owner dashboard and sell early check-ins and late checkouts within a guest app.
- During a merger, I oversaw smooth product handoff and strategized combining overlapping products.
- React, React Native (Expo), Serverless Framework, S3, Docker, Terraform.

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

- Before and during the acquisition, I managed a product roadmap, two engineers, and a data intern.
- Developed an upsell product with over \$1 million worth of in-app transactions and designed white-label offering which was an outsized contributor to SaaS revenue.

DACK Inc. — Lead iOS Engineer **Feb 2021 – Jun 2023**

- Developed mobile application from zero to over 15k MAUs, 300k downloads, and a 4.9 App Store rating.
- Implemented iOS features, while also managing three mobile engineers (both onshore and offshore). Prioritized data-driven decision making.
- Stripe, Mixpanel, Sentry, Fastlane, WebKit.

EDUCATION

University of Michigan, Ann Arbor – BSc in Computer Science, Cum Laude **Sep 2016 – Dec 2019**

- *Techlab at MCity Fellowship* – Collaborated with autonomous vehicle startup Carmera Inc.
- Finished semester early with relevant courses in Philosophy of AI, Search Engines, Autonomous Robotics.