

Nicolas Hinderling

nicohinderling.com - nicolas.hinderling@gmail.com

Employment History

Magic Eden

April 2022 - Aug 2023

Staff Software Engineer / Tech Lead (ERM) - Full Stack

- Tech lead for *Magic Rewards*, a gamified NFT marketplace experience which includes quests, a diamond currency and a rewards store; increased weekly user engagement by **+8%** since launch
- Tech lead for the *Magic Boxes* feature, a generalized reward giveaway platform. Successfully facilitated multiple drops such as the “5 Days of Christmas” & “Lunar New Years” campaigns and a \$25 USDC promotion for the Solana “Saga” smartphone release
- Developed two nascent mobile apps (NDA to share more) from concept to production and revamped platform fee structure from fixed 2% to tiered variable pricing
- Migrated our entire monorepo from *yarn* to *pnpm* leading to a **48%** size reduction of our megabackend docker image, **50%** build time reduction (both local and CI), and **6%** web bundle size reduction
- Wrote 24 page PRD that roadmapped the future of Notifications at ME (ex. collection alerts, price movement, social engagement, new delivery methods like discord integration) with formal sign off from executives

Uber

Senior Software Engineer / Tech Lead (UberEats) - iOS

April 2019 - April 2022

- iOS Lead of the Pickup Map
 - Designed schema enabling backend driven map marker UI (now also used in Rider app and ubereats.com)
 - Designed solution to log all possible user gestures on the map
 - Launch resulted in a **50+%** increase in Pickup orders (**16M+** pickup orders in 2022)
- Key contributor / architect of “Checkout” rewrite
 - Designed optimal foundational architecture (seamlessly disable individual features via plugin points, implement modularized structure, mobile cart state management)
 - Built large portion of the iOS experience (Items, Map, Location Details, Tipping, Client Price Calculations, more)
 - Checkout now supports over **40+** features and “multi-cart” functionality
- Led mobile observability and funnel optimization across the UberEats app (**40+ flows**)
- Contributed to the Eats feed framework by creating the external API and standardizing analytics for consumers
- Co-led weekly mobile alert reviews and improvement initiatives to our oncall process
- Led monthly “Engucation” courses to help onboard 200+ new hires as well as regularly updating course content

Software Engineer (Driver Earnings) - iOS/Backend

Aug 2017 - April 2019

- Mobile lead of “ActivityFeed”
 - Architected robust and fault tolerant API for viewing all earnings events, including filter functionality
 - Executed entire iOS development + **implemented backend** hydration and pagination functionality
 - Launch resulted in **\$115k/yr** savings in support costs
- Built and maintained 8 different earnings features and reactive networking client in the iOS driver app
- Led workstreams for several reliability efforts (mobile earnings caching, outage comms to users)
- Rebuilt the entire mobile dashboard and mobile alerts

Independent / Freelancer

Jan 2016 - June 2017

Full Stack Developer

- Trala - Built the first iteration of the iOS app. It has since become the #1 violin learning mobile app
- Maai - iOS lead of the digital music AI startup
- Beseeq - iOS lead of the marketing app where users are paid watch ads. Built multiple AR ad experiences

Education

Boston University

2013 - 2017

Bachelor of Science, Computer Science

BostonHacks (Boston University’s Official Hackathon)

Founding Member / Director

- Created by my friends and I in 2015, has since become one of Boston’s best collegiate hackathons
- Our first year we raised **\$80k** in sponsorships and received 1700 applications

BuBuilds (Boston University Hackerspace Club)

Treasurer

- Organized events and workshops for students (webdev, Raspberry Pi builds, competing in CTFs, and more)
- Competed in ASC: Asia’s international supercomputing competition (<http://goo.gl/ydx5Vu>)