

WILL HINCHMAN

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Engineering Leader | Backend & IoT Architect | Platform & DevOps | Mobile & Web

PROFESSIONAL SUMMARY

Versatile engineering leader with 15+ years of experience architecting high-performance backend systems, IoT infrastructures, and consumer-facing applications across cloud environments (Azure, AWS, GCP). Track record of treating developer experience as a product—defining golden paths, consolidating fragmented tooling, and translating technical strategy into measurable outcomes. Experienced owning the full software development lifecycle as a platform team of one, scaling infrastructure to 50,000+ connected devices and 100,000+ users while managing distributed contract teams and establishing engineering standards. Deep expertise spanning .NET, Node.js, Rust, Go, and embedded systems with a track record of improving product reliability, reducing costs, and driving measurable business outcomes. Actively building AI-assisted engineering workflows using multi-agent orchestration systems.

TECHNICAL EXPERTISE

Leadership & Architecture	Team leadership, microservices, API design (REST/SOAP/GraphQL), cloud architecture (AWS, Azure, GCP), CI/CD, DevOps (Docker, Kubernetes, Terraform, Jenkins, GitHub Actions)
Backend & Data	.NET Core, Node.js, Rust, Go, Java (Spring Boot), MQTT, SQS, Azure IoT Hub, Azure Event Hub, PostgreSQL, MongoDB, SQL Server, Redis
Mobile & Web	Kotlin Multiplatform, Swift, TypeScript, React, Angular, Shopify (headless), iOS/Android app development
Security & Identity	OAuth2, OpenID Connect, SSO, SAML, JWT, Keycloak, certificate-based auth
IoT & Embedded	MQTT broker design, device provisioning, telemetry pipelines, ESP32 (ESP-IDF), Bluetooth/BLE, CAN bus, firmware development, I2C/SPI
AI & Automation	Multi-agent AI workflows (Claude Code), Docker-sandboxed autonomous agents, LLM pipeline design, automated code review, prompt engineering
Gaming & Interactive	Godot Engine, Xbox 360 SDK, Kinect SDK, XBLA publishing, console certification pipelines

PROFESSIONAL EXPERIENCE

Staff Engineer — Terra Kaffe

Brooklyn, NY (Remote) | March 2024 – Present

- Own full engineering strategy across mobile, web, and cloud infrastructure for an IoT espresso machine platform, managing 3 contract agencies and coordinating hardware integration as a one-person platform engineering team.
- Architected scalable backend microservices (.NET Core, Node.js) on Azure and AWS, scaling from 1,000 to 50,000+ connected devices with 100,000+ user accounts.
- Led migration from closed third-party IoT platform (Afero) to custom Azure IoT Hub / MQTT infrastructure with event-driven telemetry and priority-based messaging.
- Built integration middleware unifying Shopify, Keycloak, Okendo, Salesforce, and NetSuite into cohesive customer and order workflows.
- Improved uptime to 99.9%+, reduced backend costs ~30%, cut peak latency 60%, and elevated app ratings from 2.5 to 4.0 stars driving 20% subscription revenue increase.

Staff Engineer – Streaming Platform — Dolby Laboratories

San Francisco, CA (Remote) | March 2022 – November 2023

- Led cross-functional team of 5 building a streaming video SDK in Rust on GCP, achieving 40% latency reduction and 30% QoS improvement at 500K+ peak concurrent users.
- Designed CI/CD pipelines integrating Jenkins, GitHub Actions, Docker, and Kubernetes for automated stream testing and deployment.

Lead Developer — Detroit Labs

Detroit, MI | January 2018 – March 2022

- Architected mobile and backend REST APIs for connected automotive applications across General Motors brands (Chevrolet, Cadillac, Buick, GMC) including remote vehicle control, infotainment (HMI), and dealer service integrations.
- Delivered consumer mobile apps for DTE Energy integrating billing, outage management, and energy tracking via coordinated REST/SOAP integration layers.
- Mentored junior developers to senior roles; mentees advanced to leadership positions at NYT Games and Square.

Senior Developer – Embedded Systems — Detroit Labs

Detroit, MI | December 2013 – January 2018

- Developed Bluetooth-connected embedded firmware and integration middleware for automotive clients including Volkswagen and KIA, bridging embedded hardware protocols with mobile and cloud application layers.

Research Engineer – Gaming & Emerging Platforms — Vectorform

Royal Oak, MI | May 2009 – December 2013

- Developed Xbox 360 and Kinect applications including XBLA-published titles, gaining firsthand experience with console SDKs, certification pipelines, and platform developer experience constraints.
- Co-developed ACTIVE (Kinect-based clinical assessment, Nationwide Children's Hospital) and Monkey Business (therapeutic game, Kaiser Permanente). Published in PLoS Currents; presented at Games for Health 2013.
- Engineered cross-platform applications across iOS, macOS, Xbox 360, and Windows; evaluated emerging SDKs and established internal golden paths for rapid prototyping.

EDUCATION

Bachelor of Science in Computer Science — Florida State University

PUBLICATIONS

Lowes LP, Alfano LN, Yetter BA, Worthen-Chaudhari L, **Hinchman W**, Savage J, Samona P, Flanigan KM, Mendell JR. "Proof of Concept of the Ability of the Kinect to Quantify Upper Extremity Function in Dystrophinopathy." PLoS Currents: Muscular Dystrophy, March 2013. PMC3600356.

SELECT ACHIEVEMENTS

- Scaled a solo-operated platform from 1,000 to 50,000+ connected IoT devices while maintaining 100,000+ user accounts, subscription billing, and real-time telemetry.
- Built Auto-Claude MkV, an autonomous multi-agent development pipeline using Docker-sandboxed agents with observability logging and human review gates. Used it to ship an open-source AI-powered job search and resume generation tool (Go/Chi/Rod).
- Designed and operated self-hosted infrastructure including identity management (Keycloak), Matrix/Synapse chat, version control (Gitea), and homelab services across cloud and on-premise environments.