Joshua Z Hernandez

Chicago, Illinois · z@0x0z.xyz

Dear hiring team,

When I started SectionZ in 1999, the most important thing a musician could post was an unfinished track. It takes some nerve to let a stranger hear the part you can't quite get right. The reason to come back was the person who listened closely enough to help. I've spent much of my working life trying to build things that deserve that kind of trust.

Years later, at Walk.by, I had to learn how to listen at a shop counter. A retailer could take a picture of a pair of boots between customers. Asking that same person to maintain a second catalog was asking for hours they didn't have. That distinction shaped the product. By the time we launched our consumer app, 194 retailers had signed up.

I'd like to bring that way of working to a team building something people will use. I can take an early idea into the field, work through the tradeoffs with designers and engineers, and stay with it after launch to see what we missed. Some of my best judgment came from watching someone try to use something I thought I'd finished.

If there's a problem your team keeps coming back to, I'd like to hear about it. Thank you for taking the time to read my résumé.

Sincerely,

Joshua Z Hernandez

Joshua Z Hernandez

Startup founder & product strategist

Chicago, Illinois · z@0x0z.xyz · linkedin.com/in/gamepreneur

Focus

- Early-stage product strategy
- Mobile commerce and ad technology
- Community platforms
- Creator rights and attribution

Civic service

Appointed to Chicago's first technology industry diversity council in 2013.

Awards & recognition

- Tap.Me won the Chicago Innovation Up-and-Comer Award in 2011.
- Tap.Me was a 2011 CityLIGHTS Awards winner.
- bitFlip was a Best Puzzle Game nominee in the 2009 Best App Ever Awards.

Selected experience

oxoz Agency — CURRENT WORK

Founder & product builder

Returned to technology through Web3 in 2022. Building Yellow Brick Road, a prototype for recording contributions, permissions, and attribution. Developed InfinityMint, an open-source toolkit for interactive digital objects on Ethereum.

Bonsai Bakery — 2023 – NOW

Founder

Developed hands-on workshops and plant-adoption tools for an ornamental horticulture business in Chicago. The registry gives each plant a photo history and connects growers with care notes.

ZYON Management / NOYZ — 2013–2022

Founder / artist and creator management

Managed a roster of more than 20 artists and up to six simultaneous tours while serving as a tour manager. Supported Middle Eastern producers Soltan and Jool and helped Cuban electronic artists reach new audiences through equipment, production support, and touring projects.

Lightbank / Walk.by — 2012–2013

Founder-in-residence / founder

Built a mobile commerce platform that let independent retailers respond directly to shoppers' requests with photos of items in stock. Lightbank invested $650,000. At the consumer app launch, 194 retailers had signed up.

Tap.Me — 2009–2012

Founder

Built games and ad technology for early smartphones, giving developers control over how sponsorship worked inside a game. Hands-On Mobile published bitFlip. MediaMath acquired Tap.Me in 2012.

SectionZ — FOUNDED 1999

Founder

Founded a community for electronic musicians to exchange project files and review each other's work. Brought SectionZ onto the FruityLoops site in 1999, linking producers directly to its LoopTalk forum. Credited in FL Studio 7.0.2, 8.0.2 and 9.1. Later developed SectionZ into a record label.