Daniel Park

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SUMMARY

Backend engineer with 10 years of experience designing, owning, and shipping cloud-native systems at Amazon, Venmo, and high-growth startups. CTO of Furitos, where I built its AI agent and marketplace; most recently on Amazon's Ads Pricing team building AI-powered launch features. Founder of Instaresy (1,000+ paid users).

EXPERIENCE

Furitos
May 2025 – Present

CTO

- Lead technology for a pet-services platform serving grooming and daycare businesses and pet owners.
- Built Furi, a custom AI agent that lets businesses manage their entire operation through chat.
- Launched an OpenTable-style marketplace where pet owners browse grooming and daycare availability and book.

Amazon · Ads Pricing
Nov 2025 – Sep 2026

Software Engineer

- Built AI-powered capabilities on Amazon's ads pricing platform, applying generative AI to pricing workflows.
- Delivered Currency of Preference, letting customers view prices in the currency they choose across storefronts.
- Delivered price itemization, giving customers a clear breakdown of what makes up the price they pay.

Instaresy
Feb 2024 – Oct 2025

Founder

- Built and launched the product end to end, from concept and data model to deployment; 1,000+ paid users.
- Architected a fault-tolerant serverless backend on FastAPI, AWS Lambda, DynamoDB, Cognito, and CI/CD.
- Led UX strategy, customer discovery, and usability testing, turning complex scheduling into simple flows.

Strata Marketing
Jan 2023 – Oct 2025

Staff Engineer / Architect

- Architected campaign automation across 10+ systems (APIs, SFTP, CRM pipelines), cutting manual work by 80%.
- Launched a greenfield service automating campaign processing for large-scale audience segmentation and fulfillment.
- Shipped a self-service platform for clients to design and manage print and digital creatives, cutting turnaround time.
- Modernized infrastructure on AWS Serverless, Terraform, and ECS, improving scalability and deploy velocity.

Amazon · Merchandising Ads
Nov 2020 – Nov 2023

Software Engineer, Tech Lead

- Launched merchandising ads on Amazon Fresh and Whole Foods Market (greenfield), now driving $100MM+ in revenue.
- Owned the team's annual roadmap and led migration of all team systems from legacy infrastructure to AWS.
- Built an admin portal for marketing managers to manage product-category and placement metadata.

Yael Consulting
Jun 2021 – Dec 2022

Senior Backend Engineer

- Rebuilt the Flask backend and data infrastructure for scale; built Google/Bing Ads analytics and invoicing.

Venmo
May 2019 – Oct 2020

Software Engineer, Platform & Web

- Architected the routing layer for multiple web apps (Route 53, CloudFront, NGINX, Envoy), serving 500K+ users.
- Built and rolled out backend services for new business features serving 1M+ customers.
- Led consolidation of two web apps from Django to Node.js, untangling shared-service dependencies.

Accenture
Jul 2016 – Dec 2018

Backend Engineer

- Built middleware exposing Verizon's legacy apps externally and shipped a new small-business product line.

SKILLS & EDUCATION

Languages	Python, Java, JavaScript, SQL
Backend	FastAPI, Django, Flask, Spring, Node.js / Express
Cloud & Infra	AWS (Lambda, ECS, Cognito, CloudFront), Terraform, Docker, Kubernetes
Data	DynamoDB, Elasticsearch, MongoDB, Redis
Frontend	React, Next.js, Gatsby, Redux
Practices	Cloud architecture, Generative AI, Tech leadership, Agile
Certifications	AWS Certified Solutions Architect, AWS Certified Developer
Education	Bucknell University, B.S. Electrical Engineering