

Jerry D. Boonstra

AWS Serverless & Cloud Architect

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SUMMARY

Hands-on AWS architect and senior engineer with nearly three decades designing, building, and running production systems, fifteen years of it on AWS. Builds serverless and event-driven systems in TypeScript and Python on Lambda, API Gateway, DynamoDB, EventBridge, and ECS/Fargate, with infrastructure as code in AWS CDK and CloudFormation. Works independently: three times a founder or CTO, used to owning a system end to end, setting its coding standards and security boundaries, and making the architecture call. As CTO of Jukin Media, owned the AWS architecture and a 30-person technology organization; earlier, ran a 500+ host EC2 fleet at Frequency and built Java systems for eleven years at CNET.

CORE SKILLS

AWS Serverless: Lambda, API Gateway, DynamoDB, EventBridge, SQS, SNS, S3, CloudFront, ECS/Fargate; event-driven and serverless design; cross-account execution with IAM roles and STS temporary credentials

AWS Platform: EC2, Auto Scaling, Elastic Beanstalk, ELB, Route 53, RDS PostgreSQL, ElastiCache, Redshift, Elasticsearch Service, CloudWatch; security boundaries, permissions, and networking (load balancing, SSL termination, DNS, CDN)

Languages: TypeScript, Node.js, Python, Java, Spring, Spring Boot, Groovy/Grails, SQL, Bash

Engineering Practice: Infrastructure as code (AWS CDK, CloudFormation), CI/CD (Jenkins Pipelines, Gradle, Artifactory, GitHub), coding standards, code and design review, observability, zero-downtime deploys, build-versus-buy, taking ownership of inherited systems

Architecture & AI: Distributed and multi-tenant SaaS, REST API design for web, mobile, smart-TV, and OTT clients, high-availability design, cost architecture; LLM pipelines, agent orchestration, evaluation and guardrails

EXPERIENCE

Co-Founder / CTO - CalmTrader

Los Angeles, CA | May-Dec 2025; Jul 2026-Present

Active private R&D

- Returned after a six-month parenting break to co-lead an agentic investment-research environment built around persistent context, cited evidence, schema-validated policy, deterministic risk constraints, and evaluation.
- Designed the serverless AWS backend: Python on Lambda, EventBridge as the message bus, RDS PostgreSQL, and infrastructure as code in AWS CDK. Connected TradingView strategies to simulated and live execution with position reconciliation, duplicate-signal protection, and deterministic risk limits.

Co-Founder / Product & AI Engineer - ResumeFactory.ai

Los Angeles, CA | 2024-Jan 2026

Sunset product

- Owned the product idea, domain model, application architecture, LLM pipeline, technical direction, backend, infrastructure, customer discovery, and operations for a human-in-the-loop resume platform used by hundreds of people.

Co-Founder / CTO - ObexMetrics, Inc.

Los Angeles, CA | Nov 2023-Apr 2025

Completed product / active architectural reference

- Built the platform's serverless backend in TypeScript and Python on AWS Lambda, with PostgreSQL, DynamoDB, and WebSockets, including a multi-user EDA assistant on the OpenAI Assistants API tied to governed customer data artifacts.
- Implemented customer-cloud execution through cross-account AWS roles and STS temporary credentials, launching ECS/Fargate workloads inside customer accounts so compute, data boundaries, and cost stayed under customer control.
- Built and operated a shared platform for persistent datasets, configurations, experiments, runs, results, lineage, checkpoints, and parallel forecasting workflows. Shared interface and infrastructure responsibility while remaining hands-on in the implementation.

Co-Founder / Head of Engineering - Vurbl Media

Los Angeles, CA | Jan 2020-Jul 2021

Audio publishing and streaming platform

- Architected the platform and led the team building its content library and delivery systems, writing the large majority of the audio ingestion pipeline hands-on: Python and Flask behind gunicorn, a Celery work queue, PostgreSQL and Redis, containerized on GCP.
- Built the ETL layer that managed ingestion-database lifecycles, with parallelized bulk loading from object storage and per-source metadata transforms into the audio schema. Stood up Apache Beam on Google Cloud Dataflow for media processing, with Pub/Sub event streams and worker autoscaling, and ran PostgreSQL replicated into Elasticsearch for search.

Software Architect - Product N

Los Angeles, CA | Jul 2018-Jan 2020

Consulting

- Delivered architecture and software for clients including Talespin and Girlgaze, while advising on product strategy, software-team management, and IT infrastructure.

Chief Technology Officer - Jukin Media

Culver City, CA | Mar 2014-Mar 2018

User-generated media company

- Owned the AWS architecture for B2B and B2C video delivery and content management: EC2 and Elastic Beanstalk behind ELB with Auto Scaling, RDS PostgreSQL with replicas, ElastiCache Redis, S3 and CloudFront, SQS and SNS, CloudWatch, and Route 53, provisioned with CloudFormation and OpsWorks.
- Designed a serverless link-resolution service for 99.999% availability in Node.js on Lambda, API Gateway, DynamoDB, CloudFront, and Route 53. Built Java 7, Spring Boot, and Groovy/Grails services and REST APIs, with CI/CD on Jenkins Pipelines, Gradle, and Artifactory.
- Architected the business-intelligence and analytics stack: Amazon Redshift as the columnar warehouse over an S3 data lake, AWS Data Pipeline for scheduled loads, and QuickSight dashboards serving licensing, content, and operations decisions. Built the video-library metadata platform for asset and rights ingestion, storage, and delivery, with Elasticsearch for search across the library.
- Turned existing product-management workflows into a modern content-management and delivery platform for a global user-generated-content library, making the build-versus-buy decisions and leading implementation. Built a 30-person organization spanning engineering, product, QA, and operations. The platform and organization remained in place after my departure and continued with the company through its 2021 acquisition by Trusted Media Brands.

Principal Software Engineer - Frequency Networks, Inc.

Los Angeles, CA | Jul 2011-Mar 2014

Video aggregation and distribution

- Architected, implemented, and operated every REST API endpoint used by web, iOS, Android, smart-TV, and OTT clients, on Grails (Groovy, Spring, Hibernate, Tomcat) and MySQL.
- Ran a fleet of 500+ RHEL hosts on EC2, managed and auto-scaled with OpsWorks and Chef, behind a custom HAProxy layer for SSL termination, load balancing, and zero-downtime deploys; led DevOps and CI/CD on Jenkins.

Senior Technical Manager - AOL

New York, NY | May 2009-Jan 2010

AOL Music and SHOUTcast

- Led software-engineering teams and directed technical strategy and implementation for two high-traffic digital-audio properties.

Senior Engineer / Principal Engineer / Director - CNET

San Francisco, CA | May 1997-May 2008

Eleven-year builder-to-director progression

- Built publishing and content-management systems in Java, Spring, JSP, and Sybase, then architected an XML-based content workflow that replaced dozens of sequential UI steps with document editing, one upload, and a validation loop.
- Progressed to site and platform leadership for Shopper.com, Reviews.cnet.com, News.com, and Download.com, directing engineering teams and architecture for high-traffic consumer properties.

EDUCATION

Bachelor of Science, Electrical Engineering - University of Alberta