Sebastian Salin

Product Engineer & Co-creator of Hide Tag | Espoo, Finland

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Design-minded product engineer, currently focused on Hide Tag: a real-world GPS game getting people outside and playing together. I work across product direction, UI/UX and AI-assisted development, from the first idea to the details of the experience.

EXPERIENCE

Hide Tag | Product Engineer & Co-creator Aug 2026 - Present

Co-creating Hide Tag, a real-world GPS hide-and-seek game. My main focus is shaping the product, designing the experience and building the app with AI-assisted development.

Reached 42,000 players, 38,000 hours played and 127,000 km walked by players - over three times around the Earth (November 2026).

Coachless.gg | Frontend Developer & Product Design May - Aug 2026

Designed and shipped data visualisations and the scoring algorithm behind build recommendations, combining effect size with sample reliability.

Worked with the CEO on product direction and UI/UX, using PostHog and feedback from beta testers I recruited. Built an Electron companion app, Itemdle and a landing-page overhaul.

ABB | Software Developer Jun 2023 - Mar 2024

Rebuilt the CI/CD pipelines in Azure DevOps, cutting the manual steps needed to get a change into production.

Designed the flexible unit-testing system the team ran on, and picked up problems nobody had assigned me, pulling in other teams when a fix crossed a boundary.

Aalto University | Full Stack Developer 2022 - 2023

Built React/TypeScript interfaces and Scala/MySQL services in a team software project, with end-to-end and unit tests.

SELECTED PROJECTS

Together Challenges 2026

Pick a shared challenge, invite your people and check in each day. Build habits together, follow your team's progress and cheer each other on.

Foody - Food and nutrient diary. **FamilyTasks** - Shared plans and tasks. **Outside** - Weather forecasts and outdoor planning.

Janitor - Local IoT controller (Python, Docker, Raspberry Pi). **Personal Knowledge System** - Linked notes with peer-to-peer sync and an Oura biometrics integration.

EDUCATION

Aalto University | MSc, Computer Science 2023 - present

Aalto University | BSc, Computer Science 2019 - 2023

Reserve Officer School | Conscript Officer Training, Finnish Defence Forces 2020 - 2021

SKILLS

Frontend: Angular, React, Next.js, TypeScript, JavaScript, SCSS, Tailwind CSS, Vite, Nx

Design: UI/UX design, Data visualisation, Prototyping, Design systems, PostHog

Also write: Python, Scala, Java, C / C++, C#, SQL (Postgres, MySQL)

Tools: Git, Docker, Electron, Node.js, Google Cloud, Linux, CI/CD, Agile, Claude Code

Spoken: Finnish - native, English - fluent