Luke Belch

Toronto, ON | lukebelch12@gmail.com | 647-716-6056 | linkedin.com/in/luke-belch-783700274/

Mobile Developer with expertise in cross-platform development. Proven ability to design, develop, and deploy applications, with experience in UI/UX optimization, performance tuning, and integrating APIs. Successfully launched and maintained apps with a growing user base.

TECHNICAL SKILLS

- Dart
- Android Studio
- Google Play Console
- Flutter
- Xcode
- App Store Connect
- Firebase
- Git / GitHub
- UI/UX Design
- MongoDb
- CI/CD
- Agile / Scrum
- React Native
- Google Maps API
- SQL
- JavaScript
- Push Notifications
- Firebase Security rules
- TypeScript
- App Store Deployment
- RESTful APIs

EXPERIENCE

SpiritMap | *Mobile App Developer* | Whitchurch-Stouffville, ON   **April 2023 – Present**

- Developed, designed, managed, and published SpiritMap, a social media platform for Geo-Tagging paranormal stories using Flutter, Dart, Google Maps API, and Firebase.
- Implemented Google Maps API for interactive location-based markers, enabling users to pin and explore stories worldwide.
- Integrated Firebase Security Rules and App Check to enhance user data protection and prevent unauthorized access.
- Led UI/UX design, ensuring an intuitive, responsive, and visually appealing interface across Android and iOS.
- Developed and managed push notifications via Firebase Cloud Messaging to improve user engagement.
- Grew the platform to 1,000+ registered users, achieving a weekly 6.66% App store conversion rate through targeted ASO.
- Achieved a 99.9% crash-free rate, ensuring a stable user experience across Android and iOS.
- Reduced Firestore reads by over 100% via pagination and caching, optimizing performance and lowering backend costs.
- Implemented Google AdMob custom native banner ads to monetize the app, laying the foundation for future revenue growth.
- Successfully published and maintained the app on both Google Play and App Store, managing the entire CI/CD pipeline.

Code Ninjas | *Software Instructor* | Whitchurch-Stouffville, ON   **March 2024 – Present**

- Developed and delivered comprehensive coding curricula for students aged 7-16, covering JavaScript, Python, C#, and game development using Unity.
- Conducted code reviews and provided constructive feedback, improving students' coding skills and adherence to coding standards
- Collaborated with other instructors to create and maintain a centralized repository of learning resources and coding exercises.
- Implemented version control (github) to backup/maintain student Unity projects.
- Led Graduation event as Master of Ceremonies in front of the Minister of Education, the Mayor, the country manager of Nvidia, and the senior leadership of Code Ninjas, demonstrating strong public speaking and presentation skills

EDUCATION

Davenport University | Grand Rapids, Michigan   **August 2023**
Bachelor of Science in Computer Information Systems - Specialization in Programming   GPA - 3.93/4.0

- **Graduated with Highest Honor - President's List**

Seneca College | Toronto, Ontario   **April 2022**
Ontario College Advanced Diploma (OCAD) in Computer Programming and Analysis

CERTIFICATIONS

Google Project Management | Certificate   **November 2024**

- Gained experience with Agile and Scrum methodologies to manage software development projects, improving workflow efficiency and team collaboration.
- Created project documentation and Utilized risk management techniques to identify and mitigate potential issues in development cycles, enhancing project success rates.