

Software Development & Tech Lead Experience

Metropolis (New York, NY) Senior iOS Engineer II May 2025–Present

Leading all iOS development at Metropolis. Responsible for overseeing two developers delivering four apps, one customer-facing and three internal.

- Relaunched MetroPOS, a business-critical internal iOS app that had not seen a release in over three years.
- Spearheaded adoption of Claude on the iOS team with a suite of custom subagents and tailored CLAUDE.md files.
- Re-architected the iOS test suite. Tests were configured to run on both GitHub and Xcode Cloud. However, most tests were not running on *any* platform. I revised our test plan to run all tests exclusively on Xcode Cloud, the cheaper and more reliable platform. I also spearheaded a major investment in new unit tests, including UI unit tests.
- Revised our code submission practices to improve code quality. I set requirements of maximum number of files changed per PR and maximum number of lines per file, encouraging developers to make small, focused changes.

WeightWatchers (New York, NY) Software Engineer III Nov 2022–May 2025

Sole iOS developer on the Growth team for the customer-facing app. Growth was responsible for the sign-up, pre-login, and login experiences.

- Enabled a major B2B contract worth millions of dollars of revenue by rewriting our OAuth flow to support multi-factor authentication and authorization code grant with PKCE. This was mission-critical work on a tight timeline.
- Built out several A/B tests of new features, including an exit intent offer, which offers prospective members a discounted membership if they enter the sign-up experience but then back out of it.
- Executed a redesign of the Growth screens to migrate them to a new visual language and design system.

Tech lead for the Customer Relationship Management (CRM) and Explore teams. CRM maintained our in-house CRM system; Explore maintained systems for the management and display of in-person and virtual events.

- Launched our integration with a third-party, AI-powered chatbot called Sierra. Integrating Sierra increased the proportion of chats that could be handled without a human agent from approximately 40% to just under 70%.
- Managed the rollout of enhanced interactive voice response features, via a third-party integration, that save hundreds of thousands of dollars per year in customer support agent costs. We delivered all our IVR enhancements on time and on budget during my tenure, despite the complexities of coordinating with a third party.
- Guided the CRM team through a high-stakes build vs. buy review by our new CTO.

Software Engineer II Jul 2019–Nov 2022

iOS developer on the Accounts and Content Hub teams for the customer-facing app. Accounts was responsible for the membership lifecycle and IAP, while Content Hub displayed proprietary health articles, podcasts, and videos.

- Developed a novel technique, Advanced Codable, for conforming to the Codable protocol using intermediate types. It simplifies encoding and decoding complex values from data formats like JSON, improving testability and maintainability. It also provides a straightforward way to incorporate validity and consistency checks into the decoding pipeline.

iOS developer on the Studio app, a native iPad app for WW employees and contractors to manage the in-person customer experience at WW locations.

Citi FinTech (Long Island City, NY) Software Developer on contract from LTI May 2018–Jul 2019

iOS developer on the Insights team of Citi FinTech. The Insights team was responsible for features that help users track, forecast, and plan their spending.

- Created a new abstraction for iOS network calls in the Insights features, making heavy use of generics, type inference, and method overloading. Improved test coverage and code reuse while eliminating hundreds of lines of confusing and duplicative code. My networking abstraction was ultimately used by three other teams.

Personal Software Development Experience

TimerSwipe ([alank.github.io/timerswipe](https://github.com/alank/timerswipe)) Independent Developer Jan 2016–Jun 2018

Designed and developed TimerSwipe, published in the App Store in Jan 2017: appstore.com/timerswipe

Skills & Education

Swift, Cocoa Touch, SwiftUI, UIKit, Git, Jira, Confluence, interdisciplinary communication, and meeting facilitation.

B.A., Drew University (Madison, NJ) May 2010

Philosophy major, Economics minor. 3.8 GPA. Summa Cum Laude.