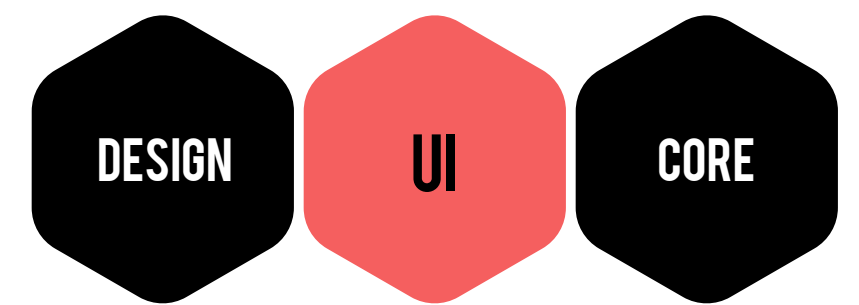


# DIEGO CRUZ

## iOS Developer and UI Engineer

diego.cruz@icloud.com

www.diegocr.uz



## PROFILE

6 years of experience creating production-quality apps for in-house use and App Store publication. Specialized in building reusable UIKit components, Autolayout and making highly readable code.

Passionate about making meaningful products with positive impact in people's lives.

## EXPERIENCE

### iOS Developer, UI Engineer @ Stop, Breathe & Think

Dec 2016 - current

- Collaborated with UX team in building *Stop, Breathe & Think Kids*' MVP, which earned **App Store Best of Year 2017** recognition in 3 countries.
- Overhauled and simplified software architecture of *Stop, Breathe & Think*, improving readability and scalability, while setting a new standard across the company.

### iOS Developer, Creative Technologist @ Arrivedo

Dec 2015 - Nov 2016

- Improved *Arrivedo Kiosk*'s performance on old devices, helping increase the company's user base.
- Refined *Arrivedo for iPhone*'s new UI, working iteratively with the design team.

### Creative Technologist Intern @ Visa

Jun 2015 - Aug 2015

- Discussed and prototyped new purchase experiences for mobile devices, inside a multidisciplinary team.
- Tested new ways of viewing credit cards history on *Visa Checkout* app.

### iOS Developer, UX/UI Designer @ Paper Rocket

Jan 2013 - Aug 2014

- Launched 2 apps in the Health and Education categories, getting local press coverage in Peru.

### iOS Developer @ DSB Mobile

May 2012 - Dec 2012

- Developed 3+ in-house apps for peruvian companies in the Auto and Internet industries.

## EDUCATION

### Interactive Telecommunications Program @ NYU

May 2018

Master candidate

### Computer Science @ Pontificia Universidad Católica del Perú

Feb 2010

Bachelor in Science

REST SWIFT FOUNDATION  
AVKIT AUTOLAYOUT CORELOCATION  
STORYBOARD OBJECTIVE-C  
GCD  
UIKIT

## MORE SKILLS

**Design:** Sketch, Illustrator, Photoshop

**Web:** HTML5, CSS3, Javascript

**Prototyping:** InVision, FramerJs, Keynote

## APP STORE



### Stop, Breathe & Think Kids

Mindfulness for kids

**App Store Best of Year 2017 in 3 countries**

<https://goo.gl/Ty9mpn>



### Stop, Breathe & Think

Meditation sessions for all of us

**Showcased in Planet of the Apps show**

<https://goo.gl/6NVwX9>

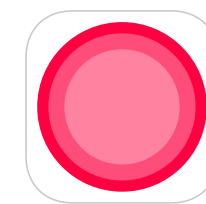


### Arrivedo

Local recommendations for hotels

**Present in TechCrunch Disrupt SF 2016**

<https://goo.gl/FT1rkT>



### Sunny

UV index meter

**Health & Fitness Editor's Pick in 2014**

No longer available

## LINKS

**Github:** [www.github.com/cruzdiego](http://www.github.com/cruzdiego)

**LinkedIn:** [www.linkedin.com/in/diegocruz](http://www.linkedin.com/in/diegocruz)