

JAGADEESHWAR REDDY M

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[LinkedIn Profile](#)

Result driven **Senior iOS Application developer** with **13+** years of experience in engineering and building Enterprise iOS Applications from ground up, specializing in scalable and secure solutions for diverse industries like e-commerce, real estate and healthcare. Proven leadership in managing teams, driving technical innovation, and collaborating with stakeholders to meet complex project requirements. Strong expertise in **Swift, SwiftUI & Objective-C**, and the full iOS ecosystem, with a commitment to high-quality code, continuous learning, and Agile methodologies.

EXPERIENCE

AUG 2015 – PRESENT

SOFTWARE DEVELOPMENT ENGINEER II, TESCO BENGALURU PVT LTD,
BENGALURU

- Engineered and built the Tesco Groceries app from scratch, collaborating with senior engineers and architects to deliver a high-impact mobile e-commerce solution for multiple regions, including the UK, Ireland, Czech Republic, Hungary, and Slovakia.
- Serving over a **1.5 million** iOS customers and facilitating an average of **80K** daily orders from iOS app, my contribution significantly enhancing Tesco's mobile shopping experience.
- Implemented CI/CD pipelines on Azure platform to streamline the application distribution and ensure consistent, high-quality releases across all regions.
- Led the QA-Automation initiative for the mobile apps team, designing and implementing a robust framework that reduced regression testing time by over **40%** and saved **~36 hours** of manual testing time per release. Documented the processes and onboarded QA members, streamlining app release cycles and enhancing quality for mango releases.
- Mentored junior engineers, promoting technical excellence and best practices in mobile app development.

AUGUST 2011 – JULY 2015

SENIOR SOFTWARE ENGINEER, TELEPARADIGM NETWORKS LTD, HYDERABAD

- Architected and developed over **20 iOS applications** from inception to production, driving the design of new product features and ensuring robust, scalable solutions tailored to various clients.
- Led and mentored developers, fostering skill development and sharing best practices across the team.
- Collaborated closely with other developers and QA engineers to deliver high-quality, well-designed features that aligned with team goals and industry standards.

SKILLS

- **Programming Languages:** Swift, Objective-C, C#
- **iOS Development:** iOS SDK (native, Xamarin), Xcode, Interface Builder, Instruments, Git, SVN
- **Web Services and APIs:** JSON, REST, SOAP, GraphQL
- **Frameworks:** UIKit, SwiftUI, Combine
- **Architectural Patterns:** MVC, MVP, MVVM and various common iOS architectural patterns
- **UI Design:** SwiftUI for modern, declarative interfaces; UIKit and Storyboards for traditional UI; Auto Layout for responsive design; Core Animation and Core Graphics for advanced animations and visual effects; Core Data & SQLite for UI-related data persistence.
- **Concurrency Programming:** GCD, Operation Queues
- **Performance:** Memory leak detection, app optimization & performance tuning using Xcode Instruments (Time Profiler, Leaks, Zombies).
- **Location Services:** Core Location and map-based applications
- **Multimedia:** Audio/video/image processing, streaming applications
- **Testing & Distribution:** Unit and UI testing with XCTest & XCUITest frameworks, TestFlight, AppCenter & App Store submission, TDD, CI/CD (Jenkins, Fastlane, Azure DevOps), Github
- **Dependency Management:** CocoaPods, Swift Package Manager
- **Localization:** Internationalization principles, A/B testing (Leanplum, Adobe Target)
- **Analytics:** AppDynamics, New Relic, Crashlytics, Adobe Omniture, Google Analytics
- **Code Quality:** Code reviews, unit testing, Static analysis, SonarQube
- **Project Management:** JIRA, Redmine, Asana
- **Additional Skills:** Troubleshooting, time management, modular coding, third-party library integration

PROJECTS

Tesco Groceries iPhone & iPad – Groceries shopping app [\[APPSTORE LINK\]](#)

Software Development Engineer II

Aug 2015 – On Going

Developed a feature-rich groceries shopping app designed for seamless, convenient online ordering and next-day doorstep delivery. Integral in making shopping faster and more efficient for over 1.5 million active users across multiple regions (UK, Ireland, Czech Republic, Hungary, Slovakia). Led core technical developments, including backend integration, UI design, and QA automation.

Tech Stack: Xcode 16, Swift 5, iOS 14 SDK, MVC/MVVM, CocoaPods, Modularization, Localization, GraphQL, UI Automation, (initially built with Xamarin, now fully native).

UBlood [\[APPSTORE LINK\]](#)

Senior Software Engineer

Apr 2019 – Oct 2021

Developed UBlood, a blood donation application designed to connect donors and recipients. The platform allows users in need of specific blood types to raise requests, enabling nearby donors to respond and facilitate the donation process, thus ensuring timely assistance for those in urgent need.

Key Features:

- Connects blood donors with recipients through a user-friendly interface.
- Request system for specific blood types.
- Geolocation-based donor notifications.
- Supports global usage to enhance reach and impact.

Tech Stack: Xcode 11, Swift 5, iOS 14 SDK, MVC/MVVM, CocoaPods, Modularization, Localization, REST Api's with JSON.

homePad & homePad Pro Real Estate Inventory & Inspection Apps [\[APPSTORE LINK\]](#) [\[APPSTORE LINK\]](#)

Senior Software Development Engineer

Nov 2011 – Jul 2015

Developed homePad & pro, the first iPad app on the App Store enabling users to record real estate inventory digitally with ease. Enhanced functionality in homePad Pro to allow users to generate advanced inspection reports, including furniture inventory, charge summaries, and task management.

Key Features: Real estate inventory management, advanced inspection reports, image capture and processing, PDF generation, digital signatures, cloud backup, Apple In-App Purchase integration.

Tech Stack: Xcode 8, Objective-C & Swift, iOS 9.0 SDK, SQLite, JSON Web Services, HTML, PDF generation, cloud-based backup solutions.

WeComeToYouHomeCleaning On-Demand Home Services App

Senior Software Engineer

Jun 2016 – Jul 2017

Developed an iPhone app offering on-demand home services, allowing users to book appointments for various services like home cleaning, laundry, and car wash, providing a seamless and convenient experience.

Key Features: Service booking, appointment scheduling, user-friendly interface.

Tech Stack: Xcode 9, Swift 3, iOS 9.0 SDK, SQLite, RESTful JSON Web Services, HTML.

EeYuva - Content Delivery App for Youth

Senior Software Engineer

Jan 2015 – Jul 2017

Developed EeYuva, an iPhone app for delivering content from the renowned Eenadu publications. The app engages users with a wide range of topics relevant to young audiences, offering insightful and dynamic content across categories of interest.

Key Features: Content streaming, dynamic topic updates, and youth-focused design.

Tech Stack: XCode 9, Swift 3, SQLite Manager, iOS 9.0 SDK, HTML, REST based JSON Web services (request and responses)

Say So - Video Solution for Auto Dealers

Senior Software Engineer

Aug 2014 – Feb 2015

Built Say So, a video solution app for auto dealerships that simplifies video creation and uploading. With a single click, sales staff can record and upload videos showcasing model demos, customer testimonials, and owner reviews directly to showrooms, without needing editing.

Key Features: One-click video capture and upload, seamless video processing, integration with Wistia for storage.

Tech Stack: Xcode 6.1, Swift 1.0, iOS 8.0 SDK, video capture and processing, JSON Web Services, Wistia API integration.

Lobby day & 19 Rebranded Applications

Senior Software Engineer

Feb 2011 – Jul 2015

Developed Lobby Day, an advocacy app for associations and trade organizations, empowering activists with tools to promote issues on Capitol Hill and generate public support in their home states. The app facilitates status updates and social media integration for effective outreach.

Key Features: Advocacy tools, social media sharing (Facebook, Twitter), photo and video uploads, and location check-ins via Foursquare.

Tech Stack: Xcode 6.1, Objective-C, iOS 7.0 & 8.0 SDK, JSON Web Services.

TubeTnr - Interactive Talent Platform

Senior Software Engineer

Feb 2014 – May 2014

Developed TubeTnr, an interactive app where performers and audiences can create, discover, and promote talent. The platform fosters a supportive community, allowing users to upload and share 20-second clips of their performances directly from their iPhone camera roll.

Key Features: Video and audio recording, performance trimming, social media sharing (Facebook, Twitter), and push notifications.

Tech Stack: Xcode 4.3, Swift 1.0, iOS 4.0 & 5.0 SDK, Apple Push Notification Services, RESTful JSON Web Services.

IMMOmagazine - Interactive Real Estate Magazine

Senior Software Engineer
May 2012 – Dec 2012

Developed IMMOmagazine, the first free interactive real estate magazine in Switzerland, available on both iPhone and iPad. The app allows users to browse a curated selection of properties for sale and rent, featuring listings from over a hundred partner real estate agencies in Switzerland and neighboring France.

Key Features: Interactive browsing, PDF rendering, page-turn effects, and social media integration (Facebook, Twitter).

Tech Stack: Xcode 4.3, Objective-C, iOS 4.0 & 5.0 SDK, Apple Push Notification Services, JSON, web services.

Scope It! - Proximity-Based Communication App

Senior Software Engineer
Apr 2012 – Jul 2012

Developed Scope It!, an iPhone app that enables users to communicate within a 3km radius by posting updates about local happenings, either anonymously or with their profile information.

Key Features: Proximity-based messaging, photo and video sharing, social media integration (Facebook, Twitter), and location check-ins via Foursquare.

Tech Stack: Xcode 4.3, Objective-C, iOS 4.0 & 5.0 SDK, Google Maps, JSON web services.

Sydney Airport – Official Airport App

Senior Software Engineer
Apr 2011 – Jan 2012

Developed the Sydney Airport app, providing users with essential information to enhance their travel experience. The app helps users plan transportation, book parking, and discover shops and eateries within the terminals, featuring comprehensive details for both T1 International and T2 Domestic.

Key Features:

- Live flight information for all departing and arriving flights.
- Subscription to real-time flight status updates via push notifications.
- Detailed airport information, including transportation options, shops, services, and dining locations.
- Interactive terminal maps for navigation.

Tech Stack: Xcode 4, Objective-C, SQLite Manager, iOS 4.0 SDK, Apple Push Notification Services, SQLite Database, HTML, XML, SOAP web services.

EDUCATION

B-TECH, ELECTRONICS & COMMUNICATIONS ENGINEERING

JNTU HYDERABAD

Graduated: May 2011

Aggregate: 73% (Distinction)

X+2, M.P.C

SRI CHAITANYA JR. COLLEGE - VIJAYAWADA

Graduated: March 2007

Aggregate: 94.6% (Distinction)

S.S.C,

ST ANN'S HIGH SCHOOL - NARASARAOPET

Graduated: March 2005

Aggregate: 85% (Distinction)