

ALEX MANZELLA

MY STORY

In 2011 I received an iPhone 3GS from my parents, I was in love with it except it lacked a simple but BIG feature: Wallpapers. You could only have a black background. I started to look for ways to workaround this limitation and I discovered the Jailbreak.

From there I started to learn, research how iOS and its frameworks are working internally, explore and break stuff. I built and published my own tweaks (<http://mpow.dev/Tweaks>), it was a lot of fun, had quite good success and it quickly ended up becoming my job!

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*"1 millisecond a day
keeps the user away"*

EXPERIENCE

Amie

Tech Lead

2023 - ...

- Leading engineering, Amie is a small startup only composed by engineers
- Worked across all stack but especially backend (node, postgres, k8s, graphql, kafka, etc...) to re-architect some key components of the product to improve the reliability of the sync, optimistic updates, observability and monitoring
- As a product that strive to provide best in class design and UX was key to improve the reliability while keeping the high pace of a startup to keep growing the product

N26

Principal Engineer

2019 - 2023

- Scaled iOS/Android/Web from **20 to 100** engineers
- Architected and created scalable solutions for BE driven UI (example: <https://github.com/n26/flowkit-ios>)
- Created a **declarative UI framework** around our design system to be able to write SwiftUI-like UI before dropping iOS 12. That helped us resuing and easing the UI related work and speeding up every team
- Scaled **infrastructure**, **CI**, **CD** and **observability** for our modularized apps (130+ modules)
- Architected and contributed to front facing micro services (kotlin)
- Drove the **automation of regression** in the whole organization to be able to release every week without manual testing and stay compliant with regulations.
- Reduced the organization **E2E tests flakiness**, they used to have a passrate as low as 50%, increased to ~95%.

Verse

iOS Lead

2017 - 2019

- Built a new **iOS team**
- Worked on **rewriting** from scratch the Verse Application while developing new features.
- Successfully **eliminated** all the **legacy** of the project I took over and created a solid **foundation** together with my team
- Using **MVVM+C** architecture, **TDD**, UI tests and snapshot tests to ensure **quality** and **maintainability**

Runtastic

iOS Engineer

2015 - 2017

- Shaped and developed features for millions of users of the **Runtastic flagship application**
- Worked closely with **Apple** on new features and app extensions (watchOS, Siri, etc) that were featured multiple times by Apple and mentioned @ **WWDC**
- Successfully developed and introduced a new architecture (**MVVM+C**) in the iOS team (15+ devs)
- Worked closely with **UI/UX** team as the responsible for the Runtastic application
- Worked with **Micro-Frameworks** (around 50 internal pods) to share as much code as possible between all the runtastic apps

GoodBarber

iOS Engineer

2013 - 2015

- Worked on the **GoodBarber Engine** (Native App Builder), an app that can become thousands of different apps

NEXT UP IN TECH

I'm very interested in Cryptocurrencies and everything around them (DeFi, MEV...).

I believe in some ways Web 3. is similar to the beginnings of mobile [!\[\]\(3f5477a6ad7457d6c5a54da9edc797f0_img.jpg\)](#)