

Michael Mork

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Chief Aim: Do great work as an experienced iOS engineer.

Education: Webster University, St. Louis, MO, B.Sc. Finance - 5/11/13

Skills:

For iOS: Feature Development, UX, Architecture, Automated Testing, Triage, Monitoring

Thrive Market – 09/19 – 06/25 – Senior iOS Engineer

<https://apps.apple.com/us/app/thrive-market/id1077909668>

Main contributor and stability & performance lead. Satisfied KPIs:

Reduce app load time by over 1 second - Eliminate app memory leaks - Improved UI performance (scroll) in several sections. Ads with Instacart - “Fresh” vertical main contributor - Implement Ai chat bot - Main contributor role to Webby winner “Sahara” product release, resulting in roughly 6% increase in sales for more than 1 million user base. Ownership of home screen. Contribute to every section of the app: Autoship, quiz, PLP, PDP, review orders, cart. Deliver continually on a growing platform of over a million users. Modernize the oldest sections of the app. Introduce app UI & Unit coverage increased to ~40% - screen load improvements

Tech:

SwiftUI, UIKit, Objective-C, Swift, Xcode Instruments, legacy codebase, XCTest, NewRelic, MVVM

Reference:

“Michael’s promotion to Senior Engineer is long overdue and well-deserved”

Karan Shah, iOS Supervisor

karan.shah@thrivemarket.com

213-507-4448

Randhir Kumar, Lead iOS Engineer

480-414-5750

Ramesh Kumar, Lead Android Engineer

641-819-1063

Fitplan Technologies - 08/2017 - 02/2019 — iOS Engineer

<https://itunes.apple.com/us/app/fitplan-gym-home-workouts/id1064119547?mt=8>

Guide growth to over 60000 iOS users from 35000. Zumba brand long-format workout experience, Apple Watch experience, a/b funnel growth strategies, lead the remote team to triage pre-existing tech debt, architectural improvements. Fitplan iOS took in ~80% of revenue. App’s improvement half a year after my start allowed us to secure our first outside investment. The pertinent features I implemented were:

Before/after collage experience, exercise rest timer, Airplay video experience in partnership with Zumba adapted to digest Fitplan’s long-format video experience, Audio Session management, Apple Watch extension, Stabilize and maintain app crashes from less

than 98% to within 0.1 of 100%. Deliver innovative custom animations.

Tech:

WatchKit, Core Data, VIPER architecture, SDKs: Core Animation, AVFoundation, Airplay, Lottie, Swift 5.x, Objective-C, Scrum\Agile methodology

Reference:

"Michael was able to quickly refactor major parts of our iOS project under a minimal amount of time and planning. He has deep knowledge of best coding practices using apple's internal libraries as well as 3rd party SDKs. His ability to code review and offer insight to less senior engineers and ability to drive them to the next level was something I'll miss."

Dan Patey, Mobile Lead Engineer

Dan@DanPatey.com

715-797-2914

DollarShaveClub - 02/2015 - 08/2017 — iOS Engineer

Deliver and maintain a stable 5 star Webby award winning iOS app. Own alerts, settings. Contribute re write project to Swift. With my departure we had roughly 70,000 users.

Tech:

Objective-C, Swift 2.x-3.x, UIKit, Core Graphics, Golang (scripting), CircleCI integration, XCTest UITest, Unit Test integration, MVVM architecture, Kanban SDLC

F2M2Inc. — iOS Engineer

Fox Animation Domination video interface with fun GIF snippet maker and social interaction. Map-based messenger app, video tool to Multichannel Video Programming Distribution authentication.

Skills:

Master Objective-C, AVFoundation, AVKit, Mapkit, Quartzcore, Core Animation, Xcode tools, REST service, MVC architecture

Washington University — Internship

Assemble WashU student app built from existing student software and a new RSS news app.