Paul Wallace

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Senior iOS Engineer | Twitch - Amazon | January 2021 – Present
- Boosted iOS ad software throughput by 100% through designing, overseeing, and supporting 10+ key initiatives, while leading engineering teams and collaborating closely with product and design teams
- Enhanced ad developer velocity by approximately 30% and enabled ad testability by pioneering a modular, component-based development approach known as Ads Core
- Ensured advertiser safety by collaborating with product, design, and backend teams to implement a comprehensive content classification system, enabling granular targeting
- More than doubled iOS ad supply by developing support for both display and audio ads
- Implemented a international mobile privacy system, preventing $10M+ in legal fines
- Co-led the transition of the iOS team's architecture to the MVI pattern, enabling the adoption of SwiftUI and encouraging a more a consistent and testable codebase

iOS Engineer | Twitch - Amazon | June 2019 – January 2021
- Owned the iOS ad system responsible for substantial load and revenue for Twitch
- Reduced bugs in core viewing experience by 20% via introduction of testable, debuggable concurrent finite state machines to manage and track state over time
- Decreased time to incident response by an average of 66% with a three-pronged approach of operational meetings, historic dashboards, and real time alarms
- Optimized iOS ad decline product velocity by 99% via a server driven strategy
- Co-led org wide documentation effort optimizing onboarding with over 50 documents
- Built synchronized ad experience with survey and interactive animations
- Unblocked server side ads and key Thursday Night Football ad initiative via HLS synchronization algorithm using HLS discontinuity observation

iOS Engineer | Macy's | July 2017 – May 2019
- Co-led org wide effort to rebuild the Macy's app using the VIPER architecture pattern
- Redesigned and rebuilt the shopping cart, improving scrolling performance by 50%
- Led engineering for a small temporary growth team, delivering 2 key projects including an augmented reality hub for furniture & makeup and a tile based image and video browsing experience generating over 100,000 sessions

Education
B.S. Computer Science | June 2017 | UC San Diego