Paul Wallace

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Senior iOS Engineer | Twitch - Amazon | January 2021 – Present

· Oversaw and delivered 10+ key ad initiatives from 2023 to 2024, by leading engineering teams and collaborating with cross functional teams across Twitch and Amazon

· Personally led all major advertising efforts for mobile at Twitch from 2021 to 2023, working with distributed teams, defining requirements, and resolving ambiguities to successfully deliver 10+ projects resulting in multi millions dollars of revenue

· Developed a new engineering approach for ads, using a modular, component-based development strategy, enabling unit tests and increasing developer velocity by ~30%

· Pioneered Twitch display and audio ad formats, increasing ad supply by over 100%

· Co-led the transition of the iOS team's architecture to the MVI pattern, enabling the adoption of SwiftUI and encouraging a more consistent and testable codebase

· Served as senior leader for Twitch mobile (50+ engineers) and directly led mobile ads team consisting of 1 other iOS engineer, 2 Android engineers, and the occasional intern

iOS Engineer | Twitch - Amazon | June 2019 – January 2021

· Maintained the Twitch core video playback and ad experience, supporting HLS and MP4 playback with AVPlayer and Twitch's custom video player powering billions of hours watched

· Created HLS discontinuity detection algorithm for AVPlayer, eliminating desync for stitched ads

· Reduced bugs in core viewing experience by 20% via introduction of testable, 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

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 growth team, delivering 2 key projects including an augmented reality hub for furniture & makeup and a AVPlayer based video browsing experience generating over 100,000 sessions

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