Paul Wallace

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Experience

Senior iOS Engineer | Twitch | January 2021 – Present
- Re-architected client video ad system in place to support generic ad formats
- Built new audio and display ad experiences for the core Twitch viewing experience
- Supported server side ads via synchronization of disparate server and client events
- Built the Twitch iOS privacy experience to support GDPR, CCPA, IDFA and more
- Designed and built a redux inspired architecture framework for both SwiftUI and UIKit
- Led Twitch iOS by driving best practices such as testability and code consistency
- Created operational excellence process to monitor and maintain production features
- Updated iOS app to support modern design patterns for keyboard shortcuts
- Served as mentor for mobile engineers, providing career and engineering guidance

iOS Engineer | Twitch | June 2019 – January 2021
- Implemented robust ads eligibility determiner to allow for faster product iteration via remote configuration and as a result, improved the user experience
- Refactored critical path video player UI logic to manage disparate states with concurrent finite state machines to improve reliability, testability and debuggability
- Improved operational excellence via new tracking funnels, dashboards and alarms
- Built concurrent ads viewing experience with a live updating post advertisement questionnaire and complex counting, progress and particle animations

iOS Engineer | Macy's | July 2017 – May 2019
- Reduced shopping cart load times by 50% and improved user experience by optimizing network call structure and rendering flow
- Re-engineered the shopping cart to remove tight coupling and improve testability
- Served as main engineer for augmented reality furniture and make-up in the Macy's app
- Built multi-media browsing feature from scratch to test user interest in creative media
- Redesigned Macy's app architecture to remove tech debt and improve app health

Education

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