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
- Implemented audio and display ads within the re-architecture ad system
- Supported server side ads via logic to synchronize 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 like testability and consistency across teams

iOS Engineer | Twitch | June 2019 – January 2021
- Implemented robust ads eligibility determiner to allow for faster product iteration via remote configuration and improved 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 experience that supported a concurrent ads viewing experience with a live updating post advertisement questionnaire

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
- Helped redesign Macy's app architecture to remove tech debt and improve app health
- Built internal library to route between feature modules without tight coupling
- Built internal iOS app to benchmark open source image caching libraries
- Refactored legacy auto-complete service into flexible Cocoapod service layer module

Education

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