Paul Wallace

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Senior iOS Engineer | Twitch | January 2021 – Present
- Increased iOS ad software throughput 100% by designing, overseeing, and supporting 10+ key initiatives - leading engineers and working with product and design
- Increased ad developer velocity by ~30% and unlocked ad testability via building a new modularized, componentized approach to the ads development process called Ads Core
- Unlocked advertiser safety by working with product, design, and backend to deliver a fully end-to-end content classification system unlocking granular targeting
- Increased iOS ad supply by over 100% by building support for display and audio ads
- Worked with backend engineers to design and build the Twitch iOS dynamic privacy experience for GDPR, CCPA, TCF, IDFA etc., preventing $10M+ losses in legal fines
- Increased iOS ad addressability by 50% via an IDFA access request flow feature
- Helped lead iOS team architecture pattern change to MVI, unlocking SwiftUI usage
- Mentored mobile engineers and interns providing career and engineering guidance

iOS Engineer | Twitch | June 2019 – January 2021
- Maintained the iOS ads system responsible for a very high number of ad requests (NDA)
- Reduced core experience bugs by 20% by introducing testable, debuggable concurrent finite state machines to manage and track core experience state over time
- Improved team time to incident discovery by an average of 66% via a three-pronged approach of operational meetings, improved historic dashboards, and real time alarms
- Optimized iOS ad decline product velocity by 99% via a server driven strategy
- Worked with backend, design, and product to deliver innovative ads experience with concurrent viewership, ad survey and counting, progress, and particle 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
- Worked with team of 20+ engineers to rebuild the iOS Macy's app using VIPER
- Rebuilt the shopping cart from scratch, resulting in 50% better scrolling performance
- Built augmented reality hub for furniture and make-up with 10k uses per day
- Built new shopping experience supporting video playback and tiled image browsing

Education

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