

VLATKO EFREMOVSKI

iOS Developer

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ABOUT

Naturally curious, communicative iOS Developer with over 9 years of experience working with cross-functional distributed teams. Avid traveler, passionate football fan, and crypto enthusiast with a special talent for breaking down complex topics and presenting them in an easy-to-understand manner.

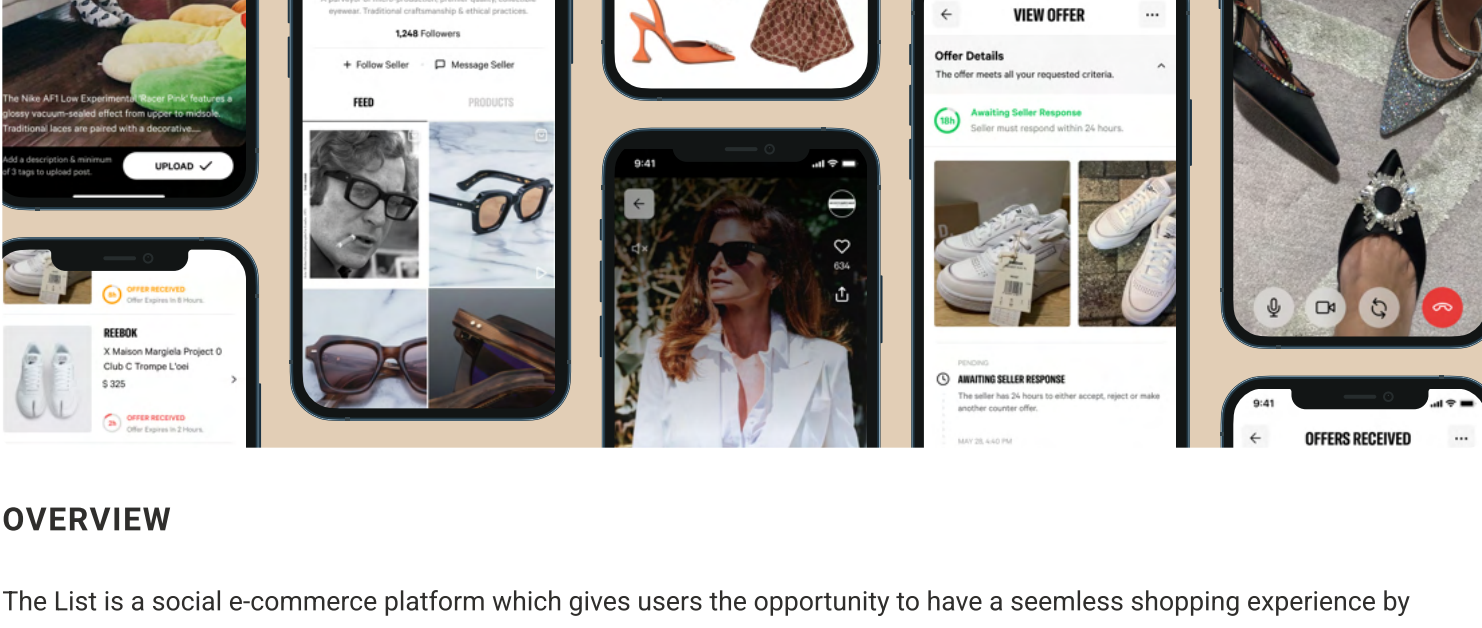
I have substantial experience working with distributed teams, and on different types of projects, including **E-Commerce** and **CRM** mobile apps, **SAAS** apps using **BLE** tech, **Enterprise** apps, **News/Marketing** apps, and more.*

* This portfolio is a summary of the projects I have worked on as an independent contractor or as a member of a company. The following list contains applications that are currently live on the App Store/Google Play. Due to disclosure agreements and enterprise applications, a number of projects are not listed.

The List

Lead Mobile Developer

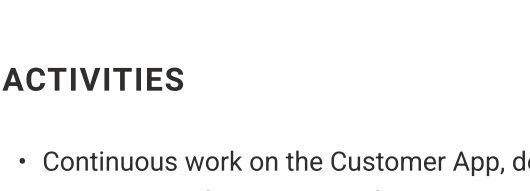
March 2022 - Present



OVERVIEW

The List is a social e-commerce platform which gives users the opportunity to have a seamless shopping experience by incorporating certain social media elements, such as reels and endless feeds, while at the same time allowing high-fashion stores to showcase their catalogues and have a more direct e-commerce experience with their customers, with channels for direct communication, such as livestreaming.

TECHNOLOGIES & TOOLS



FRAMEWORKS

- SwiftUI
- SwiftProtobuf
- grpc-swift
- Xamarin
- Combine
- Auth0
- KeychainSwift
- TwilioVideo

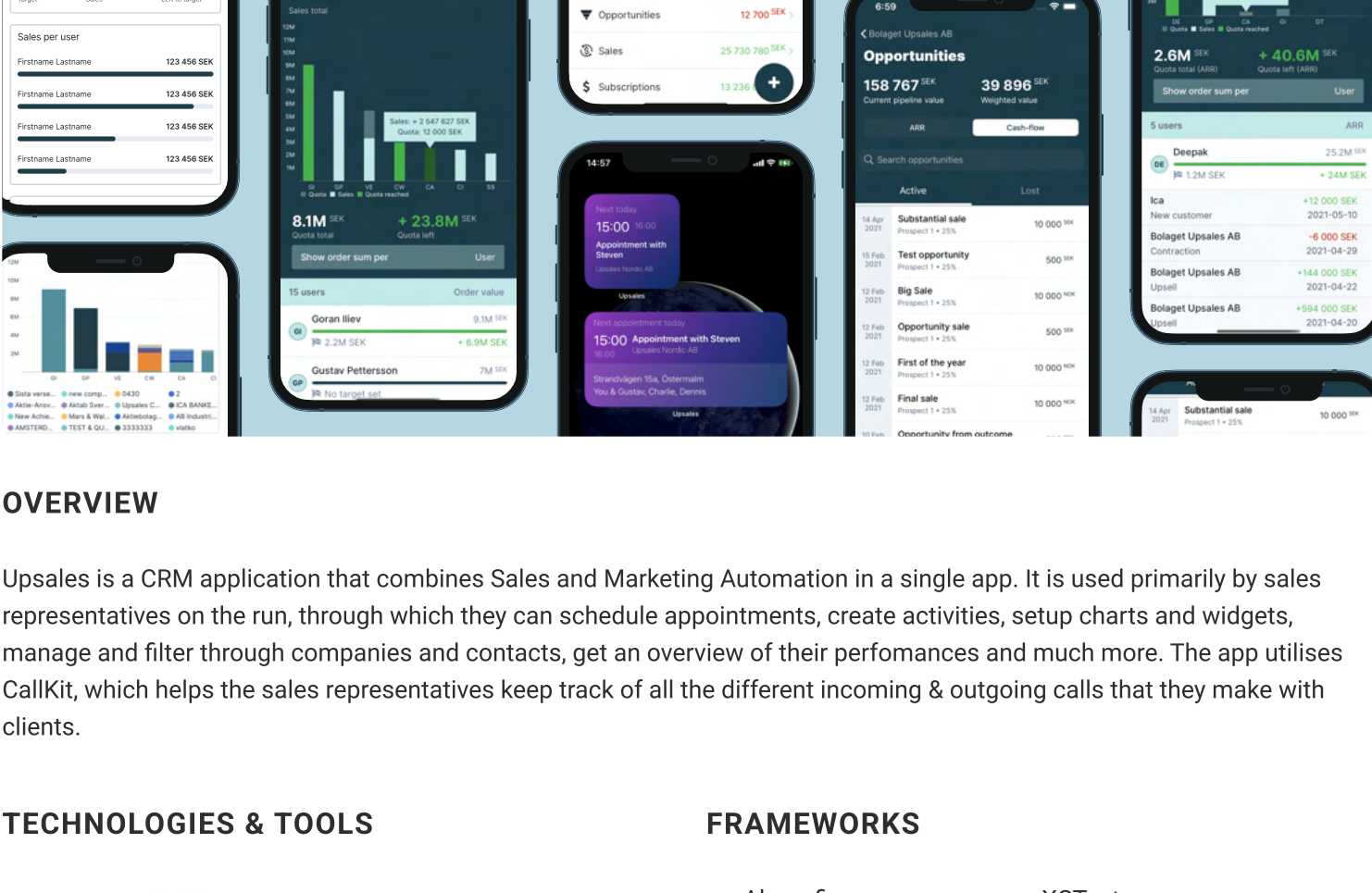
ACTIVITIES

- Continuous work on the Customer App, developed in Xamarin, including developing features aimed at increasing user retention, implementing tracking metrics to learn more about the consumer behaviour, and overall stability improvements.
- Publishing of the Seller App, and it's continuous development with the use of SwiftUI, including the incorporation of the Twilio framework which enabled the livestream capability, one of the more significant features in the app.
- Development of value-bringing features, which led to a reduced churn rate and improved the overall user experience of the Seller and Consumer Apps, such as targeted push notification campaigns aimed at user preferences.
- Managed the development and release of the Seller App, by closely collaborating with relevant stakeholders and merchants.
- Introduced and implemented concepts of task prioritization and feature specs documentation.
- Ongoing migration of the Customer app from Xamarin to SwiftUI.

Upsales Nordic AB

Lead Mobile Developer

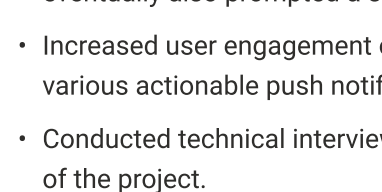
March 2018 - March 2022



OVERVIEW

Upsales is a CRM application that combines Sales and Marketing Automation in a single app. It is used primarily by sales representatives on the run, through which they can schedule appointments, create activities, setup charts and widgets, manage and filter through companies and contacts, get an overview of their performances and much more. The app utilises CallKit, which helps the sales representatives keep track of all the different incoming & outgoing calls that they make with clients.

TECHNOLOGIES & TOOLS



FRAMEWORKS

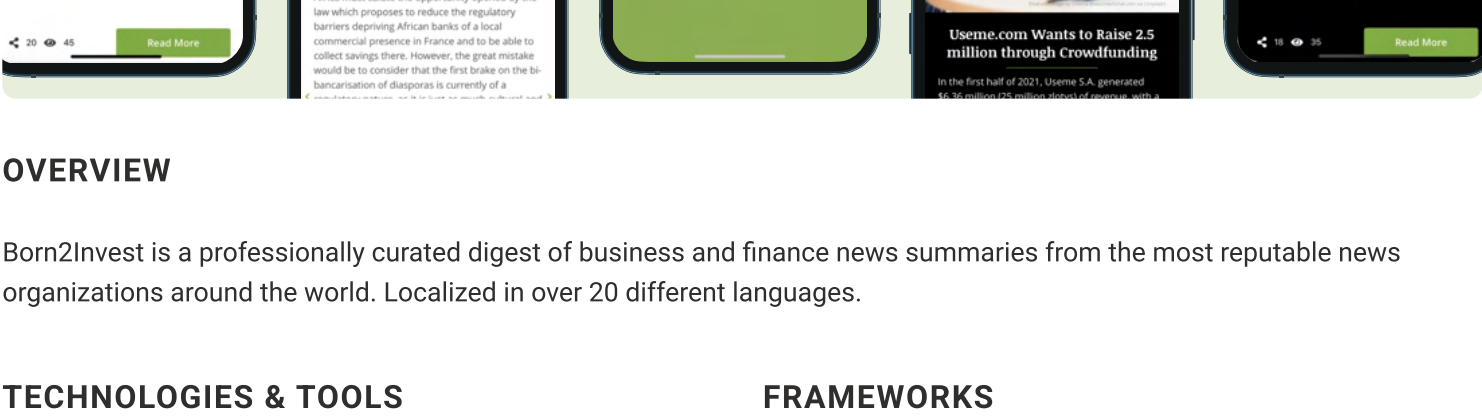
- Alamofire
- Charts
- CallKit
- PushNotifications
- SwiftUI
- CircleCI & Bitrise
- XCTest
- SkeletonView
- Firebase Analytics & Crashlytics
- MixPanel
- Storyboards & Auto-Layout

ACTIVITIES

- Encouraged and spearheaded the development of a new and improved, scalable version of the app developed in Swift, utilizing an agile workflow.
- Identified stability and scalability issues and restructured major parts of the legacy app developed in Objective-C.
- Reduced churn rate of the app after conducting A/B tests, implementing Analytics tools (Firebase, Mixpanel) and communicating with the target user base (sales people) in order to identify any drawbacks of using the app. This eventually also prompted a significant rebranding of the app.
- Increased user engagement of the app by developing tailor-made features specifically for sales people. This included various actionable push notifications, widgets and charts, caller identification and the [Click-2-Call feature](#).
- Conducted technical interviews in order to form a mobile team and mentored a junior developer throughout the first year of the project.
- Communicated with different clients in order to develop custom white-label versions of the app.

BORN2INVEST

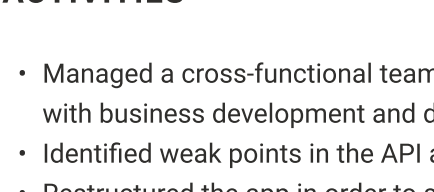
April 2016 - March 2018



OVERVIEW

Born2Invest is a professionally curated digest of business and finance news summaries from the most reputable news organizations around the world. Localized in over 20 different languages.

TECHNOLOGIES & TOOLS



FRAMEWORKS

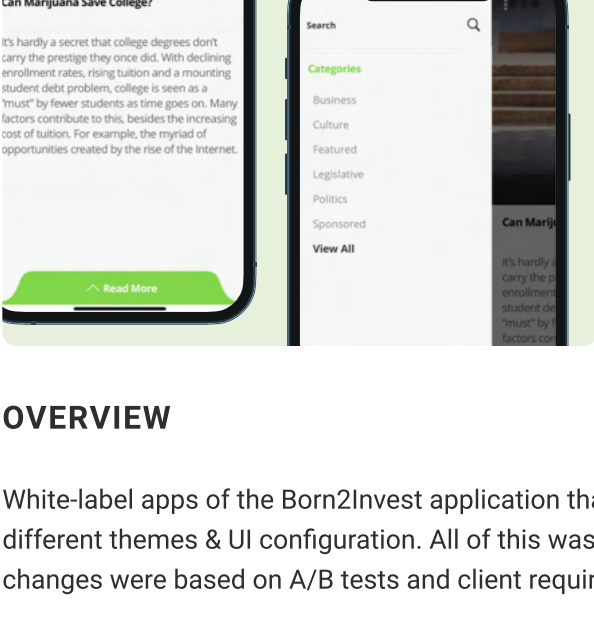
- AFNetworking
- Firestore Remote-Config
- Firestore Analytics & Crashlytics
- OneSignal
- Google-Mobile-Ads-SDK

ACTIVITIES

- Managed a cross-functional team, ranging from mobile developers, digital marketers, content writers and collaborated with business development and data analysis operations on a regular basis.
- Identified weak points in the API and collaborated with backend team to refactor a large part of the Api's.
- Restructured the app in order to support Remote-Config and white-labeling.
- Implemented analytical tools, conducted A/B test and created a seamless approach to transitioning the app to custom designs and requirements from clients. This prompted an increase in the user base and a surge in user engagement and conversion rate.
- Analyzed trends and increased Click-Through-Rate of the ads in the app.

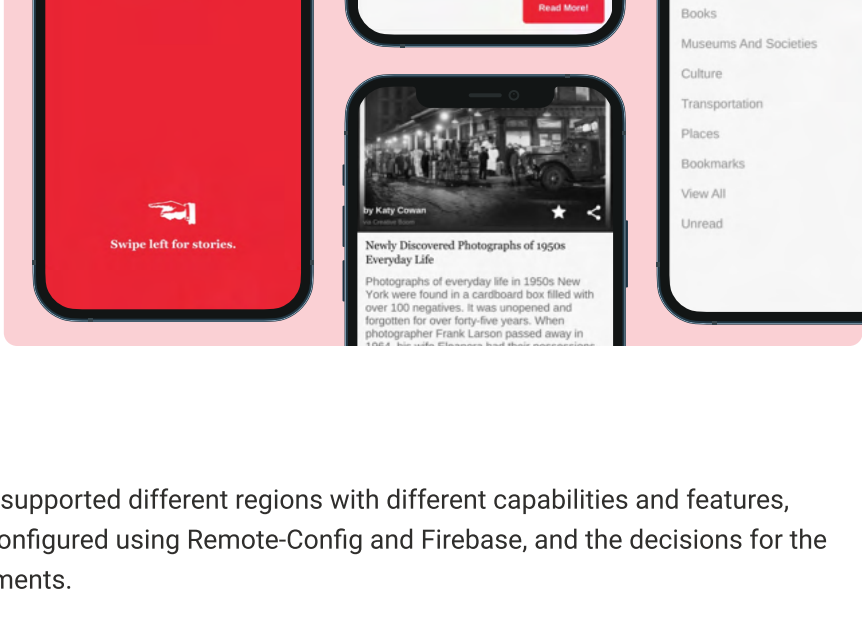
The Marijuana Times

April 2016 - March 2018



Nostalgia Magazine

April 2016 - March 2018



OVERVIEW

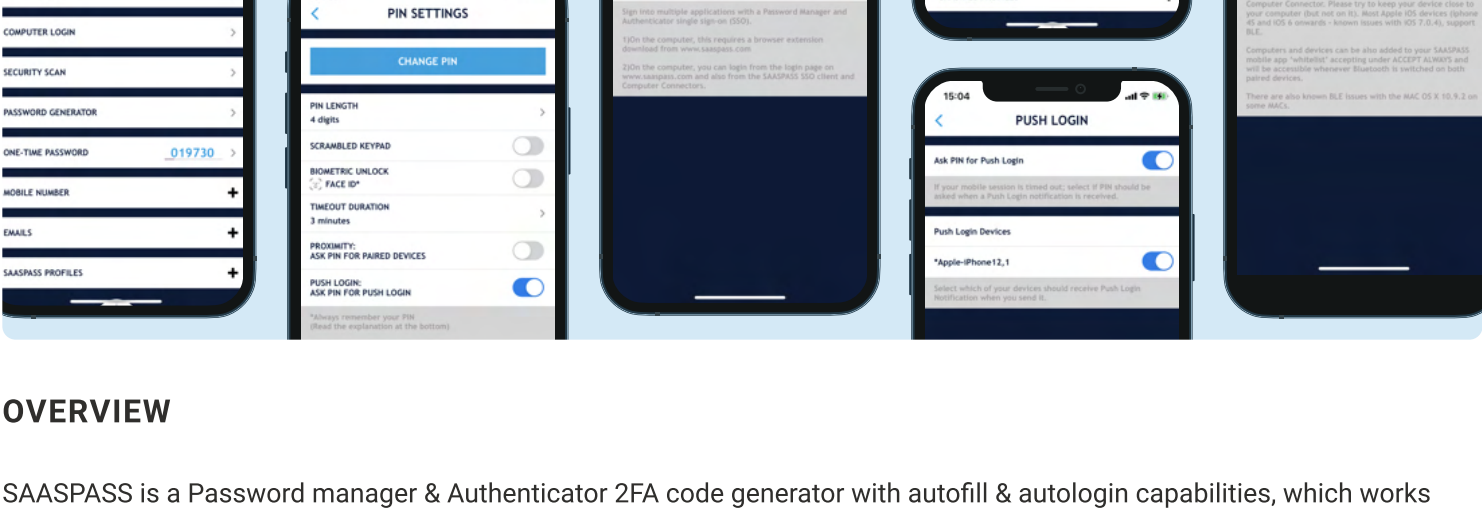
White-label apps of the Born2Invest application that supported different regions with different capabilities and features, different themes & UI configuration. All of this was configured using Remote-Config and Firebase, and the decisions for the changes were based on A/B tests and client requirements.

There were more than a dozen types of these applications that I worked on and managed (HelaSports, Sh8peRewards, PowerClick etc) , however they have been discontinued and are unavailable on the App Store.

FRAMEWORKS

- AFNetworking
- Firestore Remote-Config
- Firestore Analytics & Crashlytics
- OneSignal
- Google-Mobile-Ads-SDK

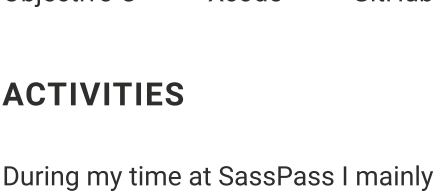
SAASPASS



OVERVIEW

SAASPASS is a Password manager & Authenticator 2FA code generator with autofill & autologin capabilities, which works offline by default.

TECHNOLOGIES & TOOLS



FRAMEWORKS

- Cocoa
- Core Bluetooth
- Obfuscator

ACTIVITIES

During my time at SassPass I mainly worked on small features and testing due to the scale of the project and my experience at that given time. This included:

- Small Api integrations and bug fixes in the app.
- Worked on the desktop client extension and conducted A/B tests.
- Ran Unit tests related to the Bluetooth connectivity and the different authenticator methods.