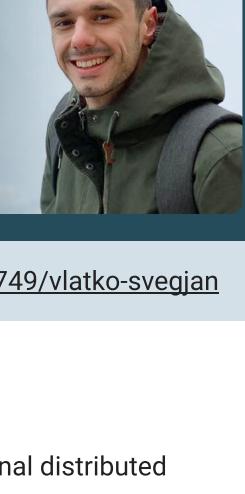


VLATKO EFREMOVSKI

iOS Developer



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ABOUT

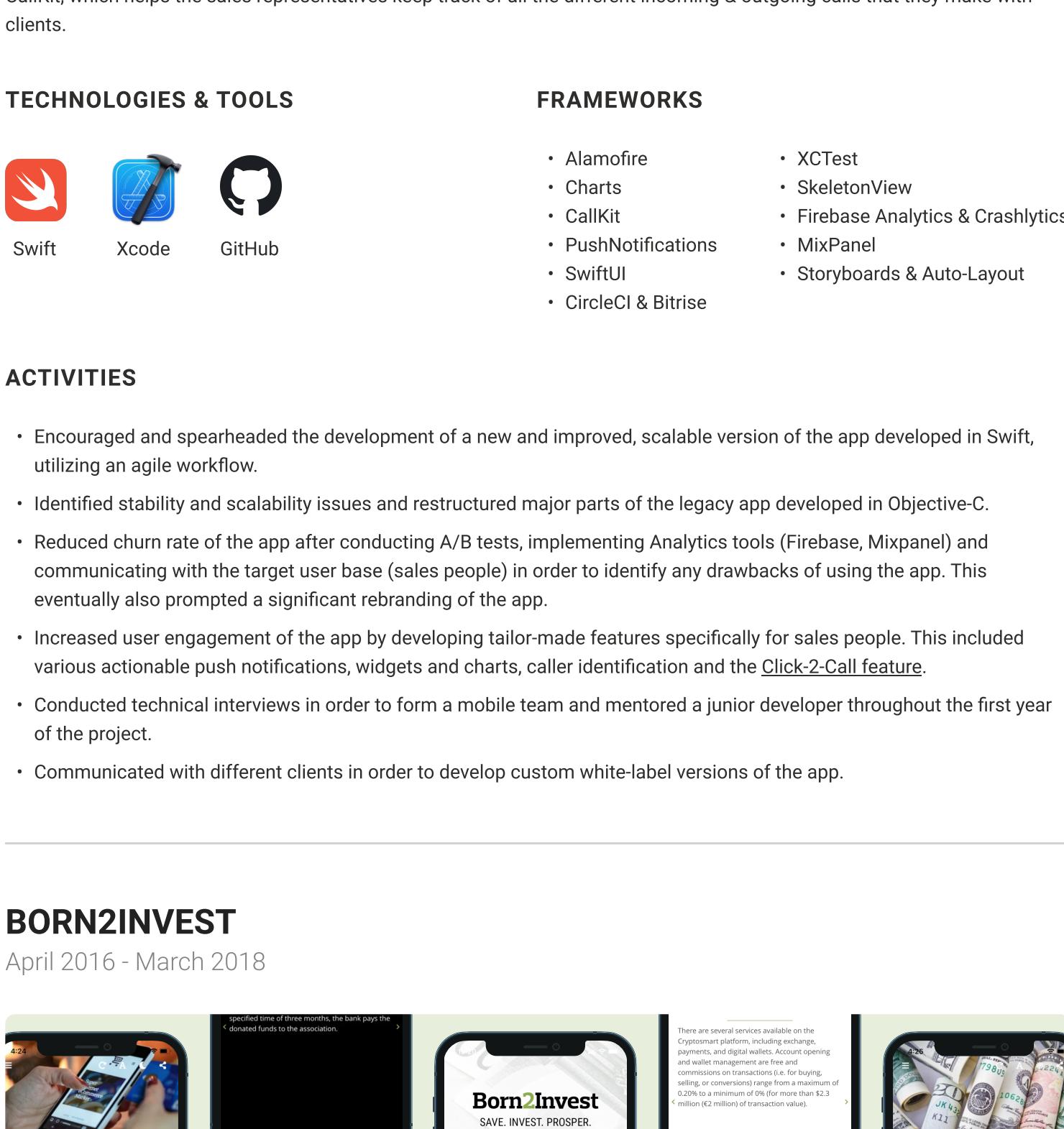
Naturally curious, communicative iOS Developer with over 8 years of experience working with cross-functional distributed teams. Avid traveler, passionate football fan, and crypto enthusiast with a special talent for breaking down complex topics and presenting them in an easy-to-understand manner.

I have worked on different types of projects, including CRM and telecom network apps, SaaS apps using Bluetooth 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.

Upsales Nordic AB

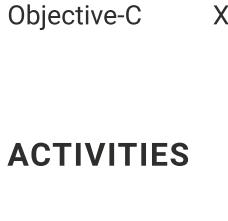
March 2018 - Present



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



Swift



Xcode



GitHub

FRAMEWORKS

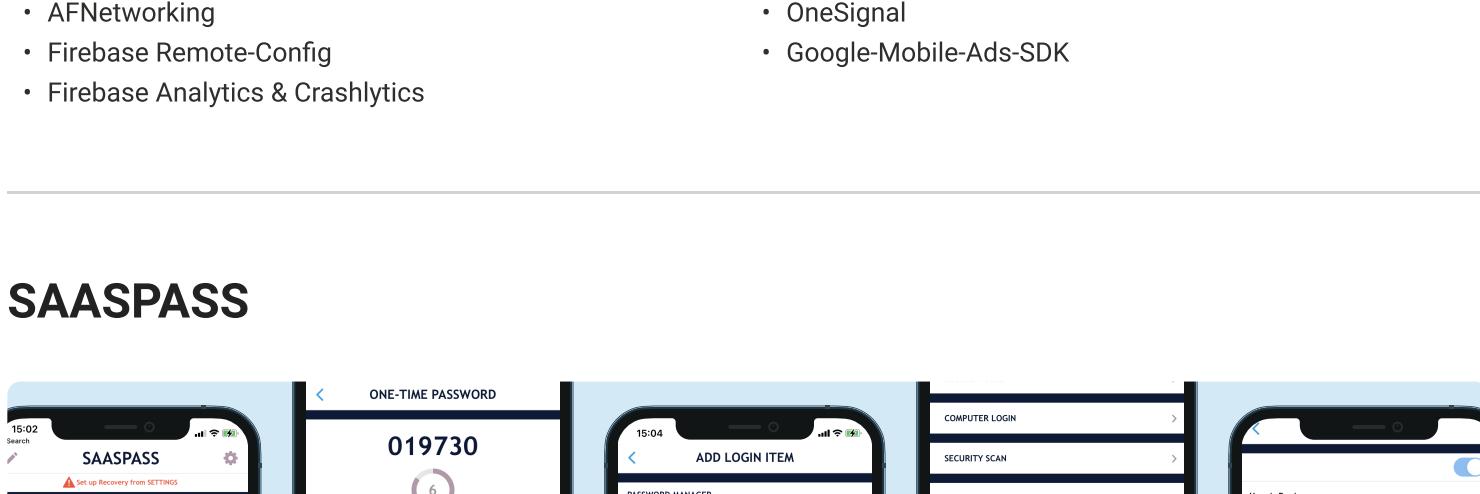
- Alamofire
- Charts
- CallKit
- PushNotifications
- SwiftUI
- CircleCI & Bitrise
- XCTest
- SkeletonView
- Firebase Analytics & Crashlytics
- MixPanel
- Storyboards & Auto-Layout

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

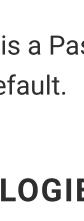
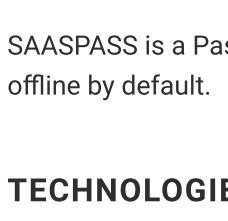
April 2016 - March 2018



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



Objective-C

Xcode

GitHub

FRAMEWORKS

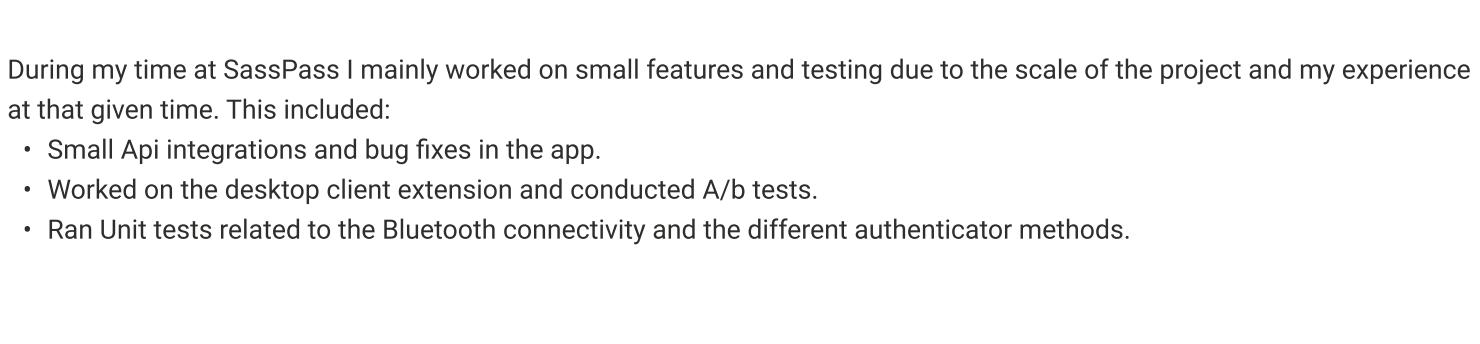
- AFNetworking
- Firebase Remote-Config
- Firebase Analytics & Crashlytics
- OneSignal
- Google-Mobile-Ads-SDK

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



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
- Firebase Remote-Config
- Firebase Analytics & Crashlytics
- OneSignal
- Google-Mobile-Ads-SDK

SAASPASS

Objective-C

Xcode

GitHub

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.

