Syed Asad Ali
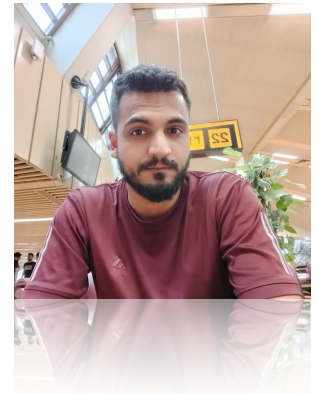
iOS Engineer

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- https://github.com/SyedAsad-dev/eCabs_Malta
- https://www.linkedin.com/in/syedasadalirizvi/
- https://medium.com/@syed4asad4
- https://syedasad-dev.github.io/SyedAsad-dev/

SUMMARY

Accomplished Senior iOS engineer having +7 experience in designing, developing, and maintaining high-quality mobile applications. Proficient in Objective-C, Swift, SwiftUI, UIKit, and the Flutter framework, with a solid foundation in iOS and cross-platform mobile development. Adept at utilizing advanced programming techniques and optimizing performance to deliver scalable and robust solutions. Exceptional problem-solving skills, strong logical thinking, and effective communication abilities.

EXPERIENCE

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iOS Architect / Team Lead   04/2023 - Present
VENOCARE VASCULAR SURGERY CLINIC L.L.C

- **Architected scalable iOS solutions**, ensuring the seamless integration of new features while maintaining codebase integrity and performance.
- Collaborated with mobile development enabling teams to **optimize development workflows**, driving faster releases and improved developer efficiency.
- **Led the adoption of automated CI/CD pipelines**, enhancing release automation and reducing manual intervention for mobile app deployments.
- Implemented advanced **observability tools**, improving app performance by reducing crash rates by 20% and enhancing network reliability.
- Acted as a **technical leader** by mentoring junior developers, conducting thorough **code reviews**, and ensuring adherence to coding standards, best practices, and **SOLID principles**.
- Spearheaded the **optimization of the app build process**, significantly reducing build times and improving overall team productivity by 25%.
- Collaborated with stakeholders to implement **data-driven insights** into feature development, aligning technical strategy with business goals.

Senior iOS Developer / Team Lead   04/2021-04/2023
SHISHEO PORTAL

- **Led a team of iOS developers** in the creation of high-performance, user-centric applications, ensuring timely delivery of complex projects while maintaining quality.
- Oversaw architectural decisions, applying **modular design patterns** to enhance code reusability, scalability, and maintainability, reducing technical debt.
- Integrated **third-party APIs** (payments, social media, analytics), maintaining best practices in security and data handling while improving app functionality.
- Played a key role in **UI/UX design decisions**, ensuring the delivery of highly engaging, user-friendly interfaces that boosted customer retention by 15%.
- Introduced **best-in-class testing strategies**, including **unit testing, UI testing**, and performance monitoring, improving app reliability and minimizing production defects.
- **Mentored junior engineers** in coding practices, design patterns, and software architecture, helping foster a culture of continuous learning and growth within the team.

- Regularly conducted **code reviews**, ensuring consistency in style, optimization, and adherence to clean code principles, while facilitating knowledge sharing within the team.

Senior iOS Developer   01/2020 -04/2021
TAIF AL EMARAT PERFUMES L.L.C

- **Designed and implemented front-end architectures** that maintained UI/UX consistency across mobile platform, improving overall user experience and app performance.
- Built highly modular, reusable components to facilitate the reuse of key features across different apps, reducing development time by 30%.
- Managed **client-facing discussions** to gather requirements, assess application needs, and implement custom features that aligned with business objectives.
- Successfully deployed APIs and managed backend services, ensuring smooth integration and optimal data flow between app and server.
- Championed **Agile methodologies**, working closely with product teams to prioritize feature development, manage sprints, and meet project timelines.
- Introduced **version control best practices** using Git, improving collaboration and enabling a more structured codebase.

iOS Developer   2017 - 2020
Brainplow

- Designed, developed, and maintained advanced iOS applications, working through the entire development lifecycle from concept to deployment.
- Led the architectural review of various projects, ensuring the use of best practices, design patterns, and **performance optimization techniques**.
- Created reusable libraries for common app functionalities, improving efficiency in developing new features for multiple apps.
- Delivered **complex iOS solutions** by analyzing requirements, defining the scope of work, and implementing features that exceeded client expectations.
- Actively participated in **code refactoring** and performance tuning, resulting in enhanced app stability and responsiveness.

Key Expertise:

- **Mobile Architecture & Design**: Expertise in designing modular, scalable, and maintainable architectures for iOS applications using **MVVM, VIPER**, and **Clean Architecture**.
- **Team Leadership & Mentorship**: Proven ability to lead iOS teams, manage project timelines, conduct code reviews, and mentor junior developers, promoting a culture of technical excellence.
- **Performance Optimization**: Strong skills in optimizing app performance, memory usage, and responsiveness, leveraging tools like **Instruments**, **Xcode Profiler**, and **Crashlytics**.
- **CI/CD & Automation**: Experience in automating build, test, and deployment pipelines using tools like **Fastlane**, **Jenkins**, and **GitLab CI**, resulting in faster release cycles.
- **Core iOS Frameworks**: Proficiency in **CoreData, Core Animation, Core Graphics**, and **Core Location**, delivering complex features that enhance app functionality.
- **API Integration & Networking**: Expertise in integrating RESTful APIs, WebSockets, and GraphQL, ensuring secure, efficient data communication.
- **App Store Deployment**: Extensive experience in preparing apps for release, managing **App Store submissions**, and ensuring compliance with Apple's guidelines.
- **UI/UX Best Practices**: Deep understanding of **Apple's Human Interface Guidelines**, delivering visually appealing and highly functional interfaces.

PROJECTS

Name: School Hack
Project: https://apps.apple.com/us/app/school-hack/id1667172863

Name: Commit2Sit
Project: https://apps.apple.com/us/app/commit2sit/id1499415859

Name: ChargeFuze
Project: https://apps.apple.com/us/app/chargefuze/id1475987143

Name: Santra Sellers
Project: https://apps.apple.com/sa/app/santra-sellers/id1533685850?platform=iphone

Name: Santra
Project: https://apps.apple.com/ae/app/santra-%D8%B3%D9%86%D8%B7%D8%B1%D9%87/id1540775004?platform=iphone

Name: Dr. Clinica
Project: https://apps.apple.com/ae/app/dr-clinica/id6468948448?platform=iphone

Name: The Meets
Project: https://apps.apple.com/ae/app/the-meets/id1615749988

Name: Pangea Provider
Project: https://apps.apple.com/ae/app/pangea-provider/id1577011875

Name: Taif Al Emarat
Project: https://apps.apple.com/ae/app/taif-al-emarat/id1524622310

SKILLS

Solid Principle	Dart	Unit Testing	DI Container
Bitbucket	MVC	Jira	Composite Root
Git	MV	Fastlane	Clean Architecture
Google Analytics	CoreData	RxSwift	Objective-C
Firebase	CICD	CocoaPods	Instrument
AppleWatch	BitBucket	MVVM	SPM
SwiftUI	Github	VIPER	Carthage
Swift	Azure	Java	Scrum
Xcode	Combine	UIKit	socket.io
RESTful APIs	Agile methodologies	MVVM	Flutter
GraphQL	Caching		
API			

Technical Skills

- **Languages:** Swift, Objective-C, C, C++, Dart
- **Frameworks**: Flutter, UIKit, CoreData, CoreAnimation, CoreLocation, MapKit, AVFoundation, StoreKit, AddressBook, EventKit, CallKit, SiriKit, CoreBluetooth, Cocoa
- **Architectures**: MVC, MVVM, VIPER
- **Tools**: Xcode, Git, Jenkins, Fastlane, Firebase, TestFlight
- **APIs**: RESTful APIs, JSON, XML
- **Libraries**: Alamofire, SDWebImage, SnapKit, RxSwift
- **Methodologies**: Agile, Scrum, TDD (Test-Driven Development), BDD (Behavior-Driven Development)
- **Other**: Unit Testing, UI Testing, Continuous Integration/Continuous Deployment (CI/CD), Spatial Reasoning, Performance Tuning, Multithreaded Programming, Reusable Frameworks, Data Structures,

Algorithms, High-Performance Programming, Performance Optimization

EDUCATION

Computer Science   **2017**
Comsats Institute of Information Technology,
Islamabad, Pakistan - Bachelor of Science in Computer Science

Professional Affiliations:

- Member, iOS Developer Community