

Syed Asad Ali

iOS Engineer

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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

Senior iOS Architect

2023 - 2024

VENOCARE VASCULAR SURGERY CLINIC L.L.C

- Identified and analyzed points of friction in the mobile development lifecycle, providing insights and working with enabling teams to implement solutions.
- Collaborated with Mobile Development Enabling Teams to remove frictions and enable successful adoption of delivered solutions.
- Enhanced the pipeline experience by automating the creation of new services for mobile releases.
- Improved observability and performance monitoring tools, reducing crash rates and enhancing networking reliability.
- Streamlined app build and test running flows, optimizing the PR process and improving repo documentation.
- Applied a data-informed approach to decision-making, utilizing relevant metrics to optimize processes and achieve measurable outcomes.
- Fostered relationships with enabling teams and engineers to understand and solve socio-technical frictions.

Key Achievements:

- Led the development of a high-impact feature that increased user engagement by 25%.
- Implemented a CI/CD pipeline using Jenkins and Fastlane, reducing deployment time by 30%.
- Enhanced app performance by optimizing code and reducing memory usage by 15%.

Senior iOS Developer (Freelance)

9/2023 - 12/2023

LEADVY MARKETING LLC

- Developing and implementing front-end architecture to support user interface concepts.
- Mobile and web application development.
- Developing reusable libraries for application re-usage features.
- Communicating with clients and changes related to applications and features.
- Publish APIs and maintaining backend services.

Team iOS Lead Developer (Freelance)
SANTRA (HI AMBITION PORTAL)

11/2022- 08/2023

- Responsible for managing deployment and code repository.
- Meeting with the development team to discuss user interface ideas and applications.
- Reviewing application requirements and interface designs.
- Developing and implementing highly-responsive user interface components using Flutter.
- Monitoring and improving application performance.
- Documenting application changes and developing updates.

Key Achievements:

- Led the redesign of a major app component, improving user ratings from 3.5 to 4.7 stars on the App Store.
- Developed a custom UI component that was reused across multiple projects, saving development time.
- Played a key role in migrating the codebase.

Senior iOS Engineer (Freelance)
SCHOOL HACK

2/2023 - 4/2023

- Spearheaded the development of several high-profile iOS applications, guaranteeing exceptional performance and user experience.
- Partnered with product managers and UX designers to develop seamless and engaging mobile experiences.
- Integrated third-party services and APIs, such as payment gateways, social media APIs, and analytics tools.
- Employed Interface Modularization to decouple components, improving code maintainability and reusability.
- Implemented CoreData for efficient local data storage and offline support, achieving a 30% reduction in data load times.
- Conducted code reviews and mentored junior developers, promoting a culture of continuous improvement and learning.

Senior iOS Developer
SHISHEO PORTAL

2021-2023

- Led the development of multiple high-profile iOS applications, ensuring top-notch performance and user experience.
- Collaborated with product managers and UX designers to create seamless and engaging mobile experiences.
- Integrated third-party services and APIs, including payment gateways, social media APIs, and analytics tools.
- Utilized Interface Modularization to decouple components, enhancing code maintainability and reusability.
- Implemented CoreData for efficient local data storage and offline support, resulting in a 30% reduction in data load times.
- Conducted code reviews and provided mentorship to junior developers, fostering a culture of continuous improvement and learning.

Key Achievements:

- Spearheaded the migration of a legacy app to a modern architecture using Swift and VIPER, resulting in a 40% increase in app performance.
- Designed and implemented a DI Container that reduced dependency-related issues by 50%.
- Successfully led a team to deliver a complex feature ahead of schedule, contributing to a 15% increase in user retention.

Senior iOS Developer
TAIF AL EMARAT PERFUMES L.L.C

2020 - 2021

- Creating and executing front-end frameworks to uphold user interface designs.

- Crafting both mobile and web applications.
- Crafting reusable modules to facilitate the reuse of application features.
- Engaging with clients to discuss application enhancements and modifications.
- Deploying APIs and managing backend services

Key Achievements:

- Led the redesign of a major app component, improving user ratings from 3.5 to 4.7 stars on the App Store.
- Developed a custom UI component that was reused across multiple projects, saving development time.
- Played a key role in migrating the codebase from Objective-C to Swift.

iOS Developer

2017 - 2019

Brainplow

- Design and build advanced applications for the iOS platform.
- Participate in the planning process for software development projects, and ensure meeting quality and deadlines on delivery.
- Investigate alternates and technologies and present them for architectural review, in order to support continuous improvement.
- Developing reusable libraries for application re-usage features.
- Communicating with clients and changes related to applications and features.

PROJECTS

Name: Commit2Sit

Project: <https://apps.apple.com/us/app/commit2sit/id1499415859>

Name: App-Health Body

Project: <https://apps.apple.com/us/app/blood-pressure-app-health-body/id6450994700>

Name: School Hack

Project: <https://apps.apple.com/us/app/school-hack/id1667172863>

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 AI Emarat

Project: <https://apps.apple.com/ae/app/taif-al-emarkat/id1524622310>

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

Key Achievements:

- Successfully led the development of a [specific application or feature], resulting in a [specific outcome, e.g., 20% increase in user engagement].
- Implemented a CI/CD pipeline using Jenkins and Fastlane, reducing deployment time by 30%.
- Enhanced app performance by optimizing code and reducing memory usage by 15%.
- Led the redesign of a major app component, improving user ratings from 3.5 to 4.7 stars on the App Store.
- Developed a custom UI component that was reused across multiple projects, saving development time.
- Played a key role in migrating the codebase from Objective-C to Swift.

EDUCATION

Computer Science2017

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

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	Aqile methodologies	MVVM	Flutter

Professional Affiliations:

- Member, iOS Developer Community