

Daniel Bernal

Valencia, Spain | Open to Remote

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iOS Developer and Engineering Leader

iOS Developer at Tumblr / Automattic

👋 Howdy! -- I am a developer, digital creative, and engineering leader working with web and mobile teams for over two decades. I often have my hands on multiple projects, juggling time and business priorities and thriving on the challenge.

Having worked with companies in the journey from start-up to successfully scaled operations, I am talented in transforming ideas into code, establishing and growing engineering teams, and bringing products to market.

Currently based in Spain, I have worked for companies across the globe.

Professional Experience

AUTOMATTIC INC, Remote (Working from Spain)

Mobile Wrangler (Sr. Mobile Engineer) Tumblr, 05/2022 – Current

I lead a fully distributed team of iOS developers working in Tumblr's native iOS app. We are responsible for the stability and healthy performance of the app, and drive the use of current standards and technology adoption.

Team Lead, (Engineering Manager) Tumblr, 03/2021 – 05/2022

I lead a fully distributed team of iOS developers working in Tumblr's native iOS app. We are responsible for the stability and healthy performance of the app, and drive the use of current standards and technology adoption.

Key Achievements:

- Reduced Tumblr build times by 20% and implemented automated build time metrics.
- Improve app stability, reaching 99.98% of crash free sessions with a 4M+ active user base.
- Reduced use of third party dependencies by 60%
- Implemented Dynamic Type across the app for better accessibility.
- Support hiring and onboarding for iOS engineers

Mobile Wrangler (Sr. Mobile Engineer) Tumblr, 10/2020 – 03/2021

Back to coding full time, I joined a team of amazingly talented people from all around the globe in maintaining and developing Tumblr's native iOS application.

ENDAVA, Bogotá, Colombia

Head of Engineering and Creative Services, 01/2019 – 03/2020

Drove strategy, hiring and scheduling for a team of 80+ Engineers and Designers working across 15 projects for clients in the US and Europe. Conceived and implemented technical excellence and engineering culture initiatives. Managed annual budget of \$2.5M+. Lead training, career development and talent management.

Key Achievements:

- Restructured Development team, designed technical career paths and removed technology silos.
- Set up the Creative Team in Colombia, offering Visual Design and UX research services.
- Achieved 25% growth of Development team via new engagements and current accounts growth.
- Cross-trained team so that 60%+ are proficient in two or more programming languages or stacks.
- Trained and coached a new team of Engineering Managers in Bogotá.
- Integrated technology and design teams from newly acquired company in Latin America.

Discipline Lead - Mobile 03/2018 - 01/2019

Supported the setup, growth and strategy the Mobile Discipline in Bogotá. Supervised teams developing iOS and Android products for both internal and external customers. Provided presales support and solution design. Coached and mentored Engineering Managers and assisted in their professional growth. Successfully delivered projects for clients in UK and US.

GLOBANT, Bogota, Colombia

Technical Director - Mobile Studio, 03/2017 - 02/2018

Managed team of 100+ mobile developers and engineering managers, with direct responsibility for technical direction of large projects across the US, Mexico, and Colombia. Estimated needed resources, planned projects, defined technical direction and mitigated risks to ensure on time delivery. Met with customers to scope project and manage expectations. Collaborated with pre-sales and business development.

Key Achievements:

- Developed training, mentoring, and people development programs in Bogotá.
- Achieved 20% team growth via new engagements.
- Set up and led a mobile team in Mexico to rebuild Citi banking platform in record time.
- Successfully delivered mobile applications for major media customers in the US.

APPETIT DELIVERY, Santo Domingo, Dominican Republic

Director of Engineering, 03/2017 - Ongoing as Consultant

Founder and partner from start-up, brought white label mobile delivery platform from ideation to production within six months, including prototyping, strategy, and final solution design and development. Set up fully remote teams to develop and support product. Continue in strategy role for engineering and product development.

Key Achievements:

- Developed software architecture and technical solution and built effective product development roadmap and strategy for next 3 years.
- Tripled customer base in the first year, scaling to more than 2M transactions.
- Currently expanding to other countries, and integrating new platforms and services.

BANSHAI, Bogota, Colombia

Director - Mobile, 08/2014 - 03/2017

Defined strategy and roadmap for developing mobile products tailored to customer needs. Trained new remote product development team and set up structures and processes to facilitate their work. Designed and developed multiple mobile applications and software products.

Key Achievements:

- Delivered more than 15 mobile products for clients in US, Colombia and Australia.
- Leveraged a network of freelance designers and developers to minimize impact on product development costs.

ALERT LOGIC, Houston, USA

Engineering Manager - Frontend, 06/2013 - 07/2014

Guided Agile development teams in creating high visibility customer products with focus on usability. Redesigned and revamped existing web-based products User Interface (UI). Hired and ramped up new Frontend development team to work from Colombia.

Key Achievements:

- Setup a new team in Cali, Colombia, using Near-Shore Software Development Model.
- Developed and supported adoption of new long-term FrontEnd software development strategy.
- Rapidly prototyped and developed the next generation User Interface for Alert Logic's clients.

BANSHAI, Bogota, Colombia

Founder / Director, 01/2004 - 06/2013

Founded first IT services company in Colombia to deliver iOS applications to official app store. Set company direction, hired staff, and managed design and development teams. Provided

technical direction, support, and consultancy services for customers.

Key Achievements:

- Delivered more than 80 web-based software projects and 25 mobile apps to clients in Colombia, US, Europe and Australia.
- Developed and released the first mass-transit mobile application for Bogotá, used by more than 3M users.

Additional Experience:

- **Senior Lead Developer** (01/2010 - 04/2011) for [Ikuna Media](#): developed automation software for video streaming & team leadership in Bogotá
- **Partner and Full Stack Developer** (02/2004 - 10/2009) for [Fat-Man Collective](#): Collaborated with other digital creatives to develop innovative software solutions for clients such as Nokia, United Agents, and Bacardi.
- **Post-Graduate Professor** (02/2003 -10/2006) for [Universidad Jorge Tadeo Lozano](#): Lectured on and led web development workshops for “Digital Editing and Multimedia Specialization” .

Technical Proficiencies

Platforms: iOS, Web, Android, Node.js, LAMP

Programming Swift, Obj-C, Kotlin, Java, Javascript, Typescript, Java, Web Frameworks, HTML/CSS

Design: Figma, Sketch, Photoshop

Education

Specialist, Strategic Business Administration — (Certification)

Universidad Iberoamericana, Ciudad de Mexico