Visa overview

Orta Therox - 24/11/1985

I am the head of a world renowned iOS team, of which I was a founding member. Over the course of 4 years I have helped develop and maintain 4 applications for Artsy. My job now involves working on each of the applications and ensuring there is a technical consistency while others provide the main momentum behind improving the applications.

The largest of these apps is the Artsy iOS app, it has a code name of Eigen. It is the equivalent of an encyclopedia for the art world in your pocket.

> *Have you won any prizes or awards for your professional achievements? If so, please name the prizes and explain the criteria for selection.*

  The Webby Awards is an award for excellence presented by the International Academy of Digital Arts and Sciences. They are more or less considered the oscars of the internet.

The Artsy iOS App was nominated by the judges for Webby 2014 Mobile Sites & Apps Best Visual Design - Aesthetic.

http://www.webbyawards.com/winners/2014/mobile-apps/all-devices/best-visual-design-aesthetic/

> *Are you a member of any prestigious professional associations? If so, please describe the criteria for membership in those associations.*

  No

> *Have you had material published in professional publications about your work? If so, please list.*

  The Guardian - How we made the Artsy iPhone app

  This is an article about the process of creating the application, what its aims are and how we did it.

http://www.theguardian.com/culture-professionals-network/culture-professionals-blog/2013/oct/04/artsy-apple-iphone-app-ios-7

  Mashable - Artsy App for iPhone Changes Game for Art Collectors
  This article goes into an overview of the application, and Artsy in general

http://mashable.com/2013/09/20/artsy-app-iphone-ios7-art/

Bloomberg - How the Artsy App Is Expanding Art Awareness:
An interview with the Artsy CEO on Artsy, and how iOS is important to the platform
http://www.bloomberg.com/news/videos/b/7382581e-a461-4556-9853-7522bccb3ca0

> *Have you ever served as a peer-reviewer, or otherwise served as a judge of the work of others in your field? If so, please describe.*

   No

> *Have you authored any scholarly books or articles (in scholarly journals with international circulation) in your field of expertise?   If so, please list.*

  http://objc.io - This is an online periodical on technical topics within the iOS developer community

   - On the Artsy Mobile Team http://www.objc.io/issues/22-scale/artsy
     We were asked along with Facebook, Dropbox and Square to talk about the internal culture within the Artsy Mobile team that I lead.

   - Snapshot testing http://www.objc.io/issues/15-testing/snapshot-testing/
     I wrote an article about a developer's testing technique

> *Have you taught others in your field of expertise?   If so, please describe.*

  I organised a conference called "A Swift Start" in NYC last year. I organized a collection of speakers to come and talk to people just beginning their careers as developers. The focus of the conference was about talking about your first year, and how you got to where you are at.

> *Have you made any original scientific or scholarly research contributions in the field? If so, please describe.*

I would recommend reading the Other section before reading this.

My main focus for of the last few years has been encouraging quality within the Open Source ecosystem for iOS applications. I've done this with three major steps:

- Quantifying software quality.
- Providing positive reinforcements for providing quality software.

- Creating documentation to make it easier to improve.

My work on CocoaPods for the last year has been about quantifying software, this is something that no other programming environment similar to CocoaPods provides. Roughly when a developer decides that they want to release a new version, we run a series of metrics based on common patterns of software quality. These metrics took years to develop, and are the result of discussions with many community members.

It's no good if these metrics are hard to understand, so I've written documentation extensively around how these metrics apply, and more importantly why. They are nearly all about encouraging longer term thinking, and are about rewarding good behavior as opposed to discouraging bad behavior.

http://blog.cocoapods.org/CocoaPods.org-Two-point-Five/
https://guides.cocoapods.org/making/quality-indexes

> Have you been employed by distinguished organizations? If so, please provide a list of the awards each property has won, and your job title there.

   No

> Do you receive, or will you receive, a high salary or other substantial remuneration for services in relation to others in the field? Please provide your current salary, and the salary for the offered position.

$130,000 and I presume that would be the same for the offered position.

> Other

There are two projects that I lead that are of relevance here. Artsy's Mobile Team, and CocoaPods. To understand the relevance though, I need to talk about Open Source.

Open Source:
  Open Source is an idea that others should be able to read, replicate and understand the source code for an application. To use a cooking metaphor, Open Source-ing a recipe for a dish would allow others to understand how to replicate it. This gives others the chance to add their own flair, or to outright copy it. Most applications are closed source, similar to how you cannot get the recipe to make Coca Cola, because they rely on people not copying it to run their business.

  Normally developers Open Source sections of their applications, commonly called a library, so others don't have to write the same code themselves. This is generally done as a way of

contributing back to the community because they may already be using someone else's code. These libraries tend to be parts of applications that are not business critical.

Artsy's Mobile Team:
  The team itself is relatively small (5), but we make up for it in community impact. We create iOS applications entirely in the public, this means that any outsider can see the entire process from design to implementation. This is extremely valuable for the hundreds of thousands of iOS developers anyone wishing to learn, or to understand how to deal with specific problems that.

CocoaPods:
  One of the intricacies in dealing with other people's code is that as a developer, you want to keep up to date with any changes that has occurred since you got the code. This can be tricky when some libraries require other libraries as a dependency. This is why almost every community of developers has a dependency manager. CocoaPods is the one for developers making iOS applications.

  What this means in practice is that nearly all iOS applications use CocoaPods to manage code. CocoaPods covers both open source, and closed source libraries. A closed source library is one that allows a developer to interact with a service without needing to show how it does it. An example of this is that Google distribute all of their services (for example Google Maps for iOS) as a closed source library on CocoaPods. If you have an iPhone and have apps downloaded from the app store, it's almost a certainty that this tool has touched those apps.

  Running a project like CocoaPods means interacting with almost everyone in the community, maintaining business critical services and improving the tool. I, with many others, have been running it now for 4 years in our spare time. During that time CocoaPods has been installed almost 2 million times, and in the last year ~4,500,000 page views on the CocoaPods websites. There are now three people making the highest level decisions, and around 15-20 regular contributors. None of us are paid to work on it, and the project itself does not accept donations in any form.

> Talks in the past two years:

  Wuthering Bytes, Hebden Bridge, England - 14th Sept 2013
  https://www.youtube.com/watch?v=Kk-OHEPfxcE
  Looking after an Open Source community

  NSSpain - Logrono, Spain - 18th Sept 2013
  http://nsspain.com/2013/
  From Submodules to Private Cocoapods - How to move your infrastructure to private pods for smarter dependency management.

goto; conference - Aarhus, Denmark - 1st Oct 2013
http://gotocon.com/aarhus-2013/schedule/tuesday.jsp
https://www.youtube.com/watch?v=2WlVQmPUqE8
CocoaPods, the Objective-C Dependency Manager We've Been Waiting For.

Mobile Central Europe - Warsaw, Poland - 11th Jan 2014
http://www.youtube.com/watch?v=xN5-nDZpuBU
http://2014.mceconf.com
https://speakerdeck.com/orta/cocoapods-the-road-to-1-dot-0
CocoaPods and the road to 1.0

Nickelodeon HQ - NYC, USA - 31st Jan 2014
How does CocoaPods work?

Snow*Mobile - Madison, WI, USA - Feb 21st 2014
http://2014.snow-mobile.org
https://speakerdeck.com/orta/snow-star-mobile-cocoapods
CocoaPods and the road to 1.0

Tumblr HQ - NYC, USA - 26th Feb 2014
How to hijack an Open Source Community for Internet Points

mdevcon - Amsterdam, The Netherlands - March 8th 2014
http://mdevcon.com/2014/posts/2014/01/09/orta-therox-fabio-pelosin/
CocoaPods and the road to 1.0

Istanbul Tech Talks, Istanbul, Turkey - 28th April 2014
http://2014.istanbultechtalks.com
https://www.youtube.com/watch?v=tmWSGZkOSa0&spfreload=10
Mobile and the Art world

UIKonf - Berlin, Germany - 16th May 2014
https://www.youtube.com/watch?v=TDAKOYQ7B-4
http://2014.uikonf.com
https://speakerdeck.com/orta/the-future-of-cocoapods-trunk-and-cocoadocs-2
CocoaPods and Documentation

CocoaPods State of the Union - San Francisco, USA - 2nd June 2014
http://blog.cocoapods.org/CocoaPods-WWDC-Party/
Host, and gave overview of what has happened in the year.

Altconf - San Francisco, USA - 3rd Jun 2014
https://www.youtube.com/watch?v=2DvDeEZ0NDw

https://speakerdeck.com/orta/getting-eigen-out
Project Eigen Post Mortem

CocoaHeads StockHolm, Stockholm, Sweden - July 7th 2014
http://www.meetup.com/CocoaHeads-Stockholm/events/191411172/
Ways to Start Open Source

Gilt HQ - NYC, USA 20th August
https://speakerdeck.com/orta/ios-at-artsy
iOS at Artsy

Brooklyn iOS - NYC, USA - 21st August 2014
https://speakerdeck.com/orta/ios-at-artsy
iOS at Artsy

#pragma mark, Milan, Italy. 3rd October 2014
http://pragmamark.org/events/pragma-conference-2014/
CocoaPods

Yet Another Conference, Moscow Russia, 30th October 2014
https://tech.yandex.com/events/yac/2014/
https://events.yandex.ru/lib/talks/2386/
Tools, Testing and new New Team Members. The Story of Post 1.0 App

Brooklyn Swift Developers - NYC, USA - November 13th, 2014
http://www.meetup.com/Brooklyn-Swift-Developers/events/215252432/
https://vimeo.com/112326724
https://speakerdeck.com/orta/swift-on-a-deadline
Swift Under the Deadline

CocoaHeads NYC - April 9th 2015
http://www.cocoaheadsnyc.org/2015/04/02/april-2015/
How the Artsy Mobile Team works in the Open

New York Times HQ - 14th April 2015
How the Artsy Mobile Team works in the Open

Self Conference - Detroit, NYC - 30th May 2015
http://selfconference.org/schedule
Contributing to Open Source Doesn't Require Changing the World

CocoaPods State of the Union - San Francisco, USA - 8th June 2015
http://blog.cocoapods.org/2015-CocoaPods-State-of-the-Union/

Host, and gave overview of what has happened in the year.

Altconf - San Francisco - 9th June 2015
http://altconf.com/schedule/
https://realm.io/news/altconf-orta-therox-being-nice-in-open-source/
Being Nice in Open Source

MobileOptimized - Minsk, Belarus - 14th July 2015
http://mo.dev.by/english.html
https://speakerdeck.com/orta/being-nice-is-nice
Being Nice in Open Source

> Meetups I have ran:

   I ran a series of meetups called Cocoa-Kuchas in NYC, London and Berlin where I
encouraged people to speak for their first time for a very short, explicit time duration.

   http://blog.cocoapods.org/Cocoa-Kucha/
   http://blog.cocoapods.org/Cocoa-Kucha-2/
   http://blog.cocoapods.org/Cocoa-Kucha-3-Berlin/

   I've ran a lot of other meetups in NYC since my VISA came through, all with different focuses
within the developer community.

   http://blog.cocoapods.org/The-Kommittee-NYC/
   http://blog.cocoapods.org/CocoaPods-Bug-Bash/
   http://blog.cocoapods.org/Test-Jammin/

> Conferences I've ran:

   I've co-ran a conference in NYC at the end of 2014 for developers new to working in iOS

   A Swift Start - NYC, USA - 29th Aug, 2014
   A one day iOS community conference discussing the ups and downs of learning iOS.
   http://aswiftstart.com

> Interviews
   At AltConference 2014 in San Francisco, programmer Orta Therox of Artsy talks about what
Apple's new programming language, Swift, will mean for end users and coders alike.
   http://www.macvoices.com/macvoices-14168-altconf-transition-swift-users-coders-orta-therox/

> Podcasts - I've been interviewed on Podcasts
NSBrief, a podcast that has been running for 5 years on a variety of topics
  - http://nsbrief.com/136-orta-therox/

Raywenderlich.com Podcast
  - http://www.raywenderlich.com/90210/cocoapods-orta-therox-podcast-s02-e08