Colin **Marsch**
Android Engineer

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Skills

Languages Kotlin, Java, SQL
Technologies Jetpack Compose, Coroutines, Dagger/Hilt, Paparazzi, Molecule, Retrofit, Kotlin Multiplatform

Experience

Cash App   *Seattle, WA (Remote)*
SENIOR ANDROID ENGINEER (L6) — CORE SURFACES   *Apr 2024 – Present*

- Drove Android implementation of Cash App's global search, expanding supported result types and consolidating redundant search flows into one streamlined surface, **boosting click-through rate by 31% and payments from search by 11%**
- **Boosted new Cash App Card orders by 23%** by leading mobile development to extend the unified money and card surface to customers without a Cash App Card, aligning cross-functional teams to ship a seamless experience
- Enhanced Paparazzi's accessibility snapshot feature, **achieving full adoption across all Cash App Android teams**, resulting in the identification and resolution of numerous accessibility issues
- Initiated cross-surface knowledge sharing sessions after a reorg, ensuring team readiness to establish an effective on-call rotation
- **Mentored 8 junior engineers** through Cash App's mentorship program with weekly 1:1s to advise on career growth

ANDROID ENGINEER (L5) — CORE SURFACES   *Oct 2022 – Apr 2024*

- Engineered the Android infrastructure to support the first full-screen use of *Treehouse*, a Kotlin Multiplatform library; conducted load testing experiments to inform Treehouse's development roadmap
- Laid the foundations for the first comprehensive **client-side performance tracking** framework on Cash App's main tabs to measure key metrics such as screen load times, data staleness, and network slowness
- Simplified new feature integrations by introducing **reusable interfaces** that product teams can self-serve to add entrypoints into abstract features, saving weeks of engineering effort
- Integrated Firebase Analytics to log events, enabling insights and optimization of **$50k+** per day marketing spend
- Led the cross-disciplinary **accessibility tooling** group of **15+** engineers to build tools that scale accessibility at Cash

ANDROID ENGINEER (L4) — COMMERCE   *Jun 2021 – Oct 2022*

- **Led 3 Android engineers** to integrate **Afterpay** shopping into Cash App post-acquisition, from engineering scoping to customer launch, using Compose UI and Molecule
- **Onboarded 25+ engineers** onto Cash App mobile and created standard onboarding video content for all mobile hires

Cash App   *Remote, Canada*
SOFTWARE ENGINEER INTERN   *Sep 2020 – Dec 2020*

- Built features on Cash App Android such as in-app review prompts and direct-deposit triggered rewards

Google   *Remote, Canada*
SOFTWARE ENGINEER INTERN   *May 2020 – Aug 2020*

- Contributed to the **Android Open Source Project** to convert apps from Java to Kotlin and support Android API 29
- Published Re-writing the AOSP DeskClock app in Kotlin on the official Android Medium, reaching **5000+** impressions

Presentations

Links to slides and recordings for all presentations are available here: colinmarsch.ca/talks

Unpacking Compose Multiplatform Accessibility   *Multiple Locations*
ANDROID WORLDWIDE, GDG SEATTLE, DROIDCON NYC   *2024*

Measuring and Improving Performance   *New York, NY*
DROIDCON NYC   *2023*

Navigating the Unknown: Tips for Efficiently Learning a New Codebase   *San Francisco, CA*
DROIDCON SF   *2023*

Education

University of Waterloo   *Waterloo, Canada*
BACHELOR OF COMPUTER SCIENCE, DEAN'S HONOUR LIST