SHELLY GUPTA

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SUMMARY

Skilled iOS Developer with 7 years of experience in building high-quality, scalable applications using Swift and SwiftUI. Known for delivering clean, modular code and intuitive user experiences. Strong understanding of mobile app architecture, performance optimization, and Apple's design principles. Additionally trained in full-stack development through a MERN stack bootcamp, with hands-on experience in React, Node.js, and MongoDB. Quick to adopt new technologies and contribute across platforms as needed.

SKILLS

Languages/Frameworks/Database/Tools: Swift, SwiftUI, Objective C, JavaScript, HTML, CSS, JavaScript, jQuery, MongoDB, MySQL, Core data, React js, Express js, Xcode, Visual Studio

PROJECTS

iOS Projects

My Porsche App (Carplay) | [App Store Link](#) | [Featured in Porsche Newsroom](#) | iOS *Developer* | 2022-Present
Palo Alto, CA
The Porsche CarPlay+ app enhances the traditional Apple CarPlay experience by deeply integrating vehicle functionalities such as HVAC presets**,** seat settings**,** and real-time vehicle status into a sleek, driver-centric interface. Designed to offer a **r**esponsive**,** context-aware, and premium in-cabin experience, it enables Porsche drivers to control key car systems directly from the CarPlay environment — without distractions or leaving the iOS interface.

- Built using Swift**,** SwiftUI, and native iOS frameworks to ensure seamless integration with Porsche's infotainment system, aligned with both Apple and Porsche UX standards.
- The app is actively used by 45,000+ users, with stability and performance now reaching a point where user complaints have significantly dropped**,** reflecting a mature and reliable CarPlay experience.
- Architected the app using the MVVM design pattern, incorporated Combine APIs, and later migrated the codebase to Swift 6 concurrency, improving performance and maintainability.
- Faced with a bidirectional sync issue between in-app HVAC controls and in-vehicle settings; engineered a socket-based solution with endpoint subscriptions to ensure real-time updates across both systems.
- Improved user experience by eliminating latency and ensuring consistent state across CarPlay and vehicle UI.
- Implemented to accurately detect and differentiate between connected Porsche models when customers own multiple vehicles, enabling personalized app behavior per vehicle.
- Collaborated closely with cross-functional teams including design, QA, and embedded systems to deliver scalable and modular components.

                                                        2022-Present

My Porsche Voltron (Carplay + iPhone) | [App Store Link](#) | [Featured in Porsche Newsroom](#) |
iOS *Developer* | Palo Alto, CA
As part of the Porsche Voltron Project**,** Apple EV Routing technology is integrated to provide smart, energy-aware navigation for Porsche electric vehicles. This feature enhances the Apple Maps experience by calculating optimal routes based on the car's real-time battery status**,** driving behavior, elevation changes, and available charging stations along the route.

- Contributed to the integration of Apple EV Routing within the Porsche Voltron platform to enable real-time battery-aware navigation, including dynamic charging station recommendations and precise range predictions through CarPlay.
- Collaborated closely with cross-functional teams including design, QA, and embedded systems to deliver scalable and modular components.

                                                        2022-Present

Porsche Wallet ID App (iPhone) - Internal POC Project | | iOS *Developer* | Palo Alto, CA
Developed a proof-of-concept Wallet ID pass for Porsche employees to replace physical ID cards with a digital wallet-based identity solution**.** The wallet pass includes critical information such as Porsche customer support contacts, headquarters address, and emergency numbers. Designed to provide quick access to assistance in situations like vehicle breakdowns or towing—especially when employees are traveling without their physical ID.

- Created and signed custom Apple Wallet passes using the signpass command-line tool by modifying pass JSON templates,certificates, and assets
- Implemented tap-to-call functionality within the pass for instant access to emergency Porsche support numbers.
- Focused on employee convenience and safety, allowing quick identification and streamlined access to critical information without needing a physical badge.

                                                        2019-2021

Casey's App (iPhone) | [App Store Link](#) | Sr. *App Developer* | Bangalore, India
Casey's App was developed for ordering food and for refueling vehicles. This app allows users to earn rewards points and the user gets rewards points for every purchase.

- Designed and developed iPhone App using Swift, MVC pattern & Core data Integration.
- Developed the networking layer using the Alamofire framework and integrated it with firebase.
- Worked on Agile Scrum Methodology involving daily scrum meetings, sprint review meetings, and Release Planning.

                                                        2017

Allstate App (iPhone) | [App Store Link](#) | *App Developer* | *Bangalore, India*
Allstate App provides car insurance policies and also offers a variety of financial services.

- Contributed to the development of the Allstate Roadside Services (ARS) Module.
- Designed and developed rich and enhanced app views using swift.
- Implemented Unit Test Cases along with UI Automation script.

2016

WorkSafe Admin App (iPad)| App Developer-| *Bangalore, India*
The app was developed to ensure the safety of mining workers. When any laborer is not wearing safety equipment, the admin will be notified. All worker's caps should be equipped with beacons to be informed of their activities.

- Worked on the complex UI and database design of the app.
- Responsible for creating reusable component Expandable Menu Controller.
- Responsible for creation and integration of APIs with the help of APIGEE (Cross-cloud API platform).

2016

MWC Connected Conference App | App Developer | *Bangalore, India*
This app is developed for handling a conference at Accenture. The use case of this app is to enable tracing attendees/employees during a conference.

- Integration of Networking Layer with Alamofire.
- Have been involved in integrating beacons(Gimbal/Estimote/Aruba) for tracking.

Web Projects

Personal Website - https://www.shellyguptaz.com | *San Jose, USA*   2021
This portfolio was developed by me highlighting my profile and my other personal projects.

- Analyzed functional requirements and developed the website using React JS.
- Created responsive and functional user interface to allow viewers on any device to have the same perfect user experience.

PROFESSIONAL EXPERIENCE

7 years of experience in iOS App Development.

Porsche Digital US   Mar 2022 - Present
iOS Developer | Palo Alto, USA

- Played a key role in developing the iOS-based CarPlay and iPhone app and frequently drove Porsche vehicles to test, debug, and validate builds in real-world conditions — ensuring seamless integration and high-quality user experience.
- Contributed to launching the first version of Porsche CarPlay, as part of the core team that started building the app from scratch.
- Won a global Porsche Digital Hackathon by creating a solution that extracts the most exciting moments from Porsche driving videos, combining exterior footage with driver reactions. The project involved extensive collaboration and hands-on driving experiences
- Traveled to Guadalajara, Mexico to support the promotion of Porsche Digital at the Connectory. This effort was key to establishing the new office and hiring local talent.
- Participated in team-building events such as Halloween celebrations, pumpkin carving, and team treks, fostering a strong and collaborative team culture.
- Visited the Atlanta office with the entire team to celebrate Oktoberfest, enhancing cross-location bonding and cultural exchange.

DELOITTE   Nov 2018- Mar 2021
CONSULTANT | iOS Developer | Bangalore, India

- Actively engaged in developing iOS Apps across multiple clients.
- Analyzed business requirements to translate functional requirements into technical requirements.
- Recognized by clients on several occasions, for delivering with impact.

ACCENTURE   Aug 2015- Oct 2018
SOFTWARE ENGINEER | iOS Developer | Bangalore, India

- Jumpstarted career with iOS & Web Technologies working with Obj-c, Swift & Javascript.
- Have been an active volunteer in cultural events.
- Was awarded "Best Employee" in Accenture Mobility for AllState Client Deliverable.

EDUCATION

Coding Dojo | Full-Stack Developer Certificate | San Jose, California   May-Sep 2021
Immersive Full-Stack Training in MERN (MongoDB, Express, React.js, Node.js)

Manipal Institute of Technology   July 2012 - 2015
MASTER IN COMPUTER APPLICATION (MCA) | Manipal, India