

# Steve Landey

San Francisco, CA  
steve@steveasleep.com  
<https://steveasleep.com>

---

## Role Fit

I currently live in SF but I plan to move to Seattle, WA in 2025. For a better look at the shape of my current role and what I'm looking for in my next one, please click here:  
<https://steveasleep.com/professional.html>

---

## Work History

**Asana** 2018–2024  
*Engineering Manager (2018-2020), Staff Mobile Engineer (2020-2024), AI Workflows (2024)*

As a manager, I supported the iOS and Android teams by coaching, mentoring, improving processes, and getting my hands dirty in code. In 2020, I decided to switch to a Staff Engineer role. I helped transform the iOS developer experience at Asana and shipped a lot of features.

Throughout this time, I have been responsible for a few org-wide areas like maintaining the engineering blog, helping people release open source software, and running a tech talk series.

After nine years doing iOS development, I switched stacks to be on the AI Workflows team in June 2024. I built the infrastructure to let our brand-new AI Studio product read content from arbitrary file attachments.

There is more detailed information about my time at Asana on the next page.

**Hipmunk** 2015–2018  
*iOS Engineer (2015), Mobile Team Lead (2016), Engineering Manager (2017-2018)*

I helped move Hipmunk's iOS codebase from startup spaghetti to MVVM while keeping a fast pace shipping features. I rewrote the mobile web flight search UI on a tight deadline to support acquisition by Concur, and integrated it seamlessly into the mobile apps to replace the native flight search UIs, while maintaining great UX. As a manager, I owned the mobile recruiting pipeline and hired 3 engineers.

**Graffiti Labs** 2012–2015  
*Full Stack Engineer, Game Designer*

As one of two engineers, I helped design and build a realtime browser-based multiplayer sandbox building game played by thousands of people. I worked with performance-sensitive JavaScript, websockets, iOS (Swift and Obj-C), React, and Python.

**Yelp** 2011–2012  
*Software Engineer on the Spam Team*

I worked on systems that ensure yelp.com only shows authentic reviews, including algorithms and internal tools. I also maintained mrjob, a popular framework that runs Python code on Hadoop.

**Apple** 2010  
*Intern on Obj-C Runtime Team*

I implemented an early prototype of the Xcode visual object graph debugging tool.

**MIM Software** 2009  
*Intern*

I built the first prototype of MIMcloud, a web site for HIPAA-compliant medical image sharing.

---

## Education

**Case Western Reserve University** 2007–2012  
B.S. and M.S. in Computer Science. Organizer for CWRU Hacker Society, which is a series of tech talks and a touchpoint for the student community.

---

## Personal Projects

### Locheck

<https://github.com/asana/locheck> (2021–2024)

A linter for iOS and Android localization. Used by Asana and other companies, including GitHub.

### Browserboard

<https://browserboard.com> (2020–2023)

A multiuser whiteboard web app with thousands of users built with Django, Node.js, Vue, and websockets. Built from scratch and sold to an Australian education company.

### Oscillator Drum Loops

<https://oscillatordrums.com> (2019–2020)

An iPhone and iPad app companion to a drum instruction book. The app contains over 140 exercises with sheet music and music loops that can be played back at variable tempos with a metronome. It is fully VoiceOver-accessible, and its layout works in portrait and landscape mode all the way from iPhone SE up to iPad Pro.

---

## Skills for the Keyword Filters

### Mobile

Swift, Objective-C, UIKit, ReactiveSwift, Combine, Core Data, Tuist, AudioKit

I have very limited SwiftUI experience, but getting up to speed is the fun part.

### Web

JavaScript, TypeScript, Python, React, Vue, Django, Flask, Pyramid, CSS (I'm serious), Node.js, websockets

---

## Details About Asana

As a manager, I:

- Managed both the iOS and Android teams
- Briefly ran the engineering internship program
- Defined how mobile teams collaborated with web partner teams on features
- Coached an experienced engineer through defining the next version of the iOS app architecture

As an engineer, I:

- Redesigned the Asana rich text editor as a hybrid web view to enable shipping rich text features on all platforms at once while maintaining native UX
- Wrote a code generator for the iOS and Android datastores
- Built an internal HTML mirror of our Markdown documentation, used daily by dozens of engineers

- Drove another iteration of our iOS architecture, and a successful years-long effort to migrate everything
- Migrated our Xcode project to Tuist
- Drove a successful effort to split our code into modules to improve build times by 80%
- Gained a deep understanding of Xcode's localization tools in order to migrate from a good translation management system to a worse but cheaper one
- Collaborated with leaders across Asana Mobile to guide technical strategy, prioritize features, and improve processes
- Mentored other engineers in exercising agency and leadership in the Asana R&D org
- Built and shipped too many new features and screen redesigns to list here
- Generally served as the go-to expert on any given topic and a pinch hitter for arbitrary responsibilities