**Marcell Fulop US Citizen**

**Senior iOS Developer Long Island City, NY**

**Profile Summary**

* Lead iOS Architect with 10+ years of end-to-end mobile app development experience across fintech, social media, e-commerce, and automotive industries.
* Expert in Swift, SwiftUI, Combine, and UIKit, with deep knowledge of modern iOS architecture patterns like MVVM-C and clean architecture.
* Successfully architected and led the development of Marcus by Goldman Sachs, a high-availability consumer banking app with robust security, biometric authentication, and KYC compliance.
* Built scalable, modular app components enabling fast feature rollout at companies like Reddit and Discord, supporting millions of users.
* Strong command of iOS security and privacy standards, including SSL pinning, device binding, jailbroken device detection, and PSD2-compliant biometric authentication.
* Integrated third-party SDKs like Plaid, Yodlee, Facebook Login, Revenue Cat, and Firebase, enhancing functionality and user engagement.
* Led performance tuning efforts using Xcode Instruments and Firebase, reducing launch times and crash rates significantly across multiple projects.
* Developed rich media features including real-time chat, video uploads, AR filters, and infinite scrolling feeds using AVFoundation, Vision, and UICollectionViewCompositionalLayout.
* Designed and shipped transactional UIs with live updates using WebSockets, diffable data sources, and combine for seamless user experience.
* Experienced in CI/CD automation with Fastlane and Bitrise, streamlining code signing, provisioning, testing, and TestFlight deployment.
* Strong focus on accessibility and UX, delivering WCAG 2.1 compliant interfaces and custom animations that meet HIG standards.
* Wrote extensive unit, UI, and snapshot tests using XCTest, Quick/Nimble, and XCUITest, maintaining high test coverage and minimizing regressions.
* Hands-on experience in offline sync and data persistence using Core Data, BGTaskScheduler, and Reachability for mission-critical applications.
* Proven ability to mentor junior developers, lead code reviews, and enforce clean code, secure coding, and scalable architecture standards.
* Adept at collaborating cross-functionally with backend, product, QA, and design teams, with a track record of delivering high- impact iOS features in Agile environments.

Technical Skills

**Programming/Scripting:** Swift, Objective-C, Java, JavaScript, JQuery, MySQL, Swift async/await, Codable, Property Wrappers, Protocol-Oriented Programming, SOLID Principles

**iOS Development:** Swift, Objective-C, UIKit, SwiftUI, Auto Layout, UIView Animations, Combine, RxSwift, RxCocoa, GraphQL, RESTful APIs, URLSession, Alamofire, AF Networking, NSJSON Serialization, SOAP

**Frameworks & Libraries:** Core ML, ARKit, RealityKit, Core Bluetooth, MapKit, UIKit, Cocoa Touch, Firebase, Core Location, CloudKit, CoreGraphics, AVFoundation, CocoaPods, Carthage, Swift Package Manager (SPM), PullUpController

**UI & Accessibility:** Interface Builder, Storyboards, XIBs, Size Classes, CA Layers, Views/ViewControllers, Adaptive Layout, Dynamic Fonts, VoiceOver, Accessibility best practices, iOS Human Interface Guidelines

**Architecture & Design Patterns**: MVC, MVVM, MVVM-C, VIPER, MVP, Singleton, Proxy, Builder, Facade, Adapter, Observer, Mediator, KVC, KVO

**Security**: iOS Security Practices, Keychain Services, Secure Enclave, Certificate Pinning, HTTPS Lifecycle, TLS/SSL, OAuth 2.0

**Testing & Debugging**: Unit Testing (XCTest, Swift Testing), Automated Testing, LLDB, Breakpoints, Instruments, TestFlight, Appium

**CI/CD & DevOps:** CI/CD Pipelines, Jenkins, Bitrise, Fastlane, Xcode Build, Command-line Tools

**Source Control**: Git, GitHub, Bitbucket, SourceTree, Git-based workflows, Trunk-based workflows

Databases & Persistence: Core Data, MySQL Server

**Methodologies & Tools:** Agile, Scrum, Test-Driven Development (TDD), Jira, Confluence, Trello, Slack

**App Deployment**: App Store Submission, Push Notification, Localization, Categories, Blocks, Delegation, NotificationCenter

**Education**

* B.S. Computer Science, University of California, Riverside

**Professional Experience**

**Lead iOS Architect Nov 2023 – Present**

**Goldman Sachs, New York City, NY**

[**https://apps.apple.com/us/app/marcus-by-goldman-sachs/id1489511701**](https://apps.apple.com/us/app/marcus-by-goldman-sachs/id1489511701)

**Project Summary:** I Led the development of the Marcus by Goldman Sachs which was the first introduction into consumer banking by the investment bank. My task was to maximize uptime, minimize bugs, and ensure a smooth user experience.

**Tools Used**: SwiftUI, UIKit, Combine, Core Data, LocalAuthentication, OAuth 2.0, Open Banking APIs, RESTful APIs, HTTPS, TLS 1.3, JWT, AVFoundation, OCR, Diffable Data Sources, Background Fetch, Plaid SDK, Yodlee SDK, Instruments, Xcode Organizer, Firebase Performance Monitoring, Jailbreak Detection, Root Detection, SSL Pinning, WCAG 2.1, APNs, Bitrise, Fastlane, TestFlight, XCTest, Quick, Nimble, XCUITest, JIRA, WebSockets, MVVM-C, SOLID, 2FA, PCI DSS, ISO/IEC 27001

**Responsibilities**

* Architected and developed core modules of a high-availability, secure mobile banking application using SwiftUI, UIKit, and Combine, with support for iOS 16+.
* Integrated Core Data for offline support and secure sync of user financial data across devices.
* Implemented Face ID / Touch ID biometric authentication using LocalAuthentication framework, ensuring PSD2-compliant SCA (Strong Customer Authentication).
* Led integration of OAuth 2.0 flows and Open Banking APIs for account aggregation and third-party fintech interoperability.
* Worked closely with backend teams to design and consume RESTful APIs over HTTPS/TLS 1.3, ensuring full JWT-based token authentication and data encryption at rest and in transit.
* Built robust KYC/AML onboarding flow with image capture (via AVFoundation), OCR, and secure document upload to comply with regulatory requirements.
* Designed and implemented real-time transaction feed UI using diffable data sources and background fetch for seamless updates.
* Integrated Plaid and Yodlee SDKs for financial data aggregation, account linking, and transaction categorization.
* Used Instruments, Xcode Organizer, and Firebase Performance Monitoring to identify and eliminate memory leaks and CPU bottlenecks.
* Worked on multi-tiered security architecture, including device binding, Jailbreak/root detection, and SSL pinning for fraud prevention.
* Created custom animations and transitions to enhance UX while maintaining compliance with WCAG 2.1 accessibility standards.
* Implemented push notifications via APNs, including silent notifications for fraud alerts and transactional updates.
* Automated CI/CD pipelines using Bitrise and Fastlane for code signing, provisioning profile management, and TestFlight distribution.
* Wrote unit and UI tests using XCTest, Quick/Nimble, and XCUITest, achieving >85% code coverage across critical banking flows.
* Collaborated with QA and product teams to define user stories, edge cases, and regression scenarios in JIRA.
* Participated in threat modeling and regular penetration testing reviews to ensure compliance with PCI DSS and ISO/IEC 27001 standards.
* Implemented real-time fraud detection UI to alert users of suspicious activity using WebSockets and dynamic updates via Combine.
* Contributed to internal SDK development for reusable banking components (e.g., account linking, 2FA, card management).
* Mentored junior developers and led code reviews to enforce clean architecture principles (MVVM-C, SOLID) and secure coding practices.

**Senior iOS Engineer Sep 2021 – Oct 2023**

**Reddit, San Francisco, CA**

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**Project Summary:** As a senior iOS engineer, I optimized Reddit's iOS app for performance. I was responsible for removing bugs and implementing new features, such as Collectible Avatars and Reddit Recap.

**Tools Used:** Swift, SwiftUI, Combine, MVVM-C, Clean Architecture, UICollectionViewCompositionalLayout, Diffable Data Sources, WebSockets, Firebase Cloud Messaging (FCM), PushKit, AVFoundation, PHPhotoLibrary, Core Image, URLSession, BGTaskScheduler, Vision, ARKit, GraphQL, Apollo iOS, Universal Links, Dynamic Links, StoreKit, RevenueCat, Firebase Analytics, Mixpanel, Appsflyer, Instruments, Time Profiler, os\_signpost, Bitrise, Fastlane, TestFlight, XCTest, SnapshotTesting, XCUITest, Facebook Login, Google Sign- In, Branch.io.

**iOS Engineer Jul 2019 – Aug 2021**

**The Boeing Company, Arlington, Virginia**

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**Project Summary**: As an iOS Engineer at The Boeing Company, led feature development and system enhancements using Swift, Combine, and MVVM to improve user experience, app stability, and platform migration. Key contributions included real-time maintenance alerts, login optimization, offline syncing, and CI/CD automation.

**Tools Used:** Swift, Combine, Firebase Cloud Messaging (FCM), MVVM, Dependency Injection, UIKit, Xcode Instruments, Core Data, Reachability, BGTaskScheduler, Fastlane, GitHub Actions, TestFlight.

**iOS Engineer May 2017 – Jun 2019**

**Tesla, Palo Alto, CA**

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**Project Summary:** As an iOS Engineer at Tesla, I contributed to the development and stability of the Tesla iOS app, focusing on secure Bluetooth (WPAN) connectivity and seamless interaction with vehicle interfaces.

**Tools Used:** Swift, Combine, CoreBluetooth, Core Location, MapKit, Universal Links, Intents, SwiftUI, UIKit, GraphQL, Firebase, Charts, WebSockets, Push Notifications, AVFoundation, Keychain, Face ID, SSL pinning, Xcode Instruments, Fastlane, Bitrise, TestFlight.

**iOS Developer Feb 2015 – Apr 2017**

**Newegg, Diamond Bar, CA**

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**Project Summary:** Built and enhanced core e-commerce, PC Builder, and real-time notification features using Swift, UIKit, and Combine to deliver a seamless and scalable shopping experience for millions of global users.

**Tools Used**: Swift, UIKit, Combine, Diffable Data Source, Firebase Cloud Messaging (FCM), UserNotifications, AVKit, YouTube iFrame API, Core Data, CloudKit, Zendesk SDK, Intercom SDK, Deep Links, GraphQL, REST API, XCTest, Fastlane, GitHub Actions, MVVM-C, Modular Architecture.