

Jessica Sofka

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EXPERIENCE

Target Corporation	Minneapolis, MN
Senior iOS Engineer	February 2023 - Present
iOS Engineer	September 2020 - January 2023

- Develop features for Target's flagship app with over 10 million active installs using Swift and SwiftUI to build experiences such as digital gift messaging, dynamic product recommendations, and Target Circle 360™.
- Lead discussions with product and UX teams to define scope and handle edge case scenarios.
- Collaborate with backend partner teams to establish and modify existing API contracts.
- Create internal dashboards and Slack alerts using Grafana to monitor feature health status, tracking network response success rates, and non-fatal errors.
- Demo new features to leadership and the rest of Target Tech during quarterly share outs.
- Provide mentorship to junior engineers providing guidance for best coding practices and advanced iOS concepts.
- Conduct code reviews for junior and senior engineers to ensure code clarity, adherence to coding standards, and inclusion of unit tests and UI tests.

Walt Disney Imagineering	Glendale, CA
Advanced Development Intern - Research and Development	June 2019 – August 2019

- Designed, assembled, and constructed a prop that integrates with a Disney Parks experience using audio playback, RFID readers, servo-controlled panels, and integrated LEDS.
- Designed and implemented web development projects for internal and external use.

PROJECTS

Target Innovation Week Hackathon	December 2021 - Present
Developer, UX Designer	

- Developed an in-app easter egg gamification experience using SpriteKit in Swift (2021).
- Led design work on cross-platform "Year In Review" project using Adobe After Effects and Lottie animations (2022).
- Designed and scoped an in-app "kid-like" experience for Target.com and the Flagship iOS app (2024).
- Led a team of 8 engineers, driving the project from proof of concept through technical development, leading to a successful live demo presented to senior leadership.
- Won 2021, 2022, and 2024 Peoples' Choice Award - voted on by the greater engineering team in the Digital portfolio.

CERTIFICATIONS

eCornell	March 2023 - August 2023
User Experience Design	

- Learned key UX and human-centered design concepts including understanding users, performing user research practices, iterating design concepts, and conducting usability testing.
- Designed high fidelity UX prototypes using Figma.

EDUCATION

University of Arizona , Tucson, Arizona	Graduation Date: May 2020
Bachelor of Science in Electrical and Computer Engineering	
Minor in Mathematics	

RELATED SKILLS

- **Languages (most to least proficient):** Swift, SwiftUI, Python
- **Technologies:** Composable Architecture, Concurrency, GraphQL, REST API, Git, CI/CD, macOS
- **Software:** Figma, Miro, Adobe Creative Cloud
- **Business:** Agile, Confluence, Jira