**Service Objective:**

To establish and lead a high-performing mobile development capability focused on the delivery and enhancement of Photo & Video Editing applications for the Pixlr Group, ensuring alignment with product vision, engineering quality, and performance goals.

**Service Scope:**

* Mobile application architecture and engineering leadership
* Feature development, updates, and performance optimisation
* Code quality, testing, and release readiness
* Cross-functional collaboration (Product, Design, AI, QA)
* Continuous innovation in mobile technologies and development practices

**Service Description:**

1. Technical Leadership

Lead the engineering development of mobile applications to ensure efficiency, scalability, and polish across platforms.

1. Code Excellence

Define, review, and maintain high-performance code. Uphold best practices and coding standards within the mobile development team.

1. Product Vision Alignment

Collaborate with product, design, and AI stakeholders to translate business requirements into scalable mobile solutions.

1. Innovation & Trends

Evaluate and integrate emerging tools and technologies to enhance mobile app capabilities and development speed.

1. Performance Tuning

Diagnose and resolve performance bottlenecks to ensure applications function smoothly across devices.

1. Team Coordination

Provide technical mentorship and delivery leadership within a cross-functional mobile team.

1. Quality Assurance Integration

Work with QA to ensure all releases are stable and of high quality, incorporating robust test strategies.

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