Mashood Murtaza

Senior Software Engineer | iOS Developer | Mobile Engineer
+923324681053 • mashood.murtaza@gmail.com • linkedin.com/in/mashoodmurtaza/ • github.com/m-murtaza •
Portfolio: m-murtaza.github.io/ • Immediate Joiner • Lahore, Punjab, Pakistan (54790)

Experienced Software engineer with over **eight years** of experience in mobile development, including more than **five years** in iOS. Skilled in building high-performance applications using **Swift**, **SwiftUI**, and **UIKit,** with expertise in **MVVM**, **VIP architecture**, **Core Data**, multithreading (**GCD**), performance optimization, and **modular code design**. Passionate about clean code and continuous learning, including Flutter and Android personally.

SKILLS

Mobile Development: Swift, SwiftUI, UIKit, Core Data, Clean Architecture (VIP), MVVM, MVC, Interface Builder, Auto Layout, Alamofire, Elasticsearch, Algolia

Personal Learning: TDD, Unit Test (XCTest), Combine, Flutter, Android (Java/Kotlin)

Development Practices & Tools: Git, Instruments, Xcode Cloud, GitHub Actions, Debugging, Agile/Scrum, Code Review

Backend & Cloud: Node.js, C#, Microsoft Azure, SQL Server, RESTful APIs, SendGrid, Twilio, Blob Storage

Design & Prototyping: Figma, Adobe XD, Firebase, Google Maps, OneSignal, MoEngage

Key Strengths: Mobile Architecture & Performance Optimization, CI/CD Implementation, **Modular** Code Design

WORK EXPERIENCE

Senior Software Engineer   Mar 2022 - June 2025
Dubizzle Labs

- Built a consumer-facing **stories** feature using **AVPlayer** with **local file caching** for smooth image/video playback, increasing consumer engagement by **26%** and session time by **21%**.

- Developed a reporting feature capable of generating **50,000+ reports**, significantly improving data analysis efficiency and overall user satisfaction.

- Incorporated an Activity Log using **SwiftUI** and **Core Data** that improved recommendation conversions by **18%** and increased user engagement.

- Achieved a **99.6% crash-free** user experience by optimizing application performance and resolving memory leak issues. This significantly enhanced app stability and user satisfaction.

- Actively contributed to the development **modules** and features, enhancing overall application functionality and reducing bug reports by **30%**.

- Utilized Grand Central Dispatch (**GCD**) to optimize multi-threading, **cutting UI lag by 30%** and improving app responsiveness.

- Architected **modularization** with CocoaPods, reducing codebase complexity by **30%** and improving build times.

- Managed the successful submission of **3 applications** to the Apple App Store, adhering to **Apple's guidelines** and facilitating a streamlined approval process.

Senior Software Engineer   Aug 2020 - Feb 2022
PieCyfer

- Enhanced app performance using **Xcode Instruments**, reducing **memory usage by 20%** and eliminating over **15 critical memory leaks**.

- Introduced **dark and light themes** using protocols, enhancing user experience and increasing **user retention by 12%.**

- Boosted app reliability to a **99% crash-free rate** by identifying and resolving memory leak issues, optimizing app performance, and ensuring a stable and reliable user experience across all devices.

- Handled over **10 app submissions** to the **App Store Connect**, achieving a smooth approval process.

Software Engineer   Apr 2017 - Jul 2020
SamarSol

- Served as the lead developer for a tech startup, single-handedly developing iOS/Android apps, and **over 40 backend APIs**, which resulted in a **100% increase** in product offerings within **12 months**.
- Assembled a robust backend infrastructure using **C# APIs and Azure** cloud services, reducing API **response times by 65%** (1200ms → 420ms).
- Designed an **SQL** database schema using SSMS hosted on **Azure** SQL Server DB, improving query performance by **50%** and supporting the growth of a user base to over **2,000** within the first year.
- Programmed over **40 RESTful APIs** using **ASP.NET Web APIs** with **Entity Framework**, enabling seamless data exchange and reducing API response times**.**
- Created an **Android** business app using **Java**, integrating **NFC** technology for a **loyalty points system**, leading to a **40% increase** in customer engagement.
- Built a **flavor-based/variant** architecture for the **Android** and **iOS** consumer apps, reducing **build time by 60%** and accelerating feature rollouts.
- Successfully navigated the app publication process for both Google Play Store and Apple App Store, achieving a combined total of over **3,000** downloads.

PROJECTS

Bayut UAE, KSA - LINK   Mar 2022 – Present

Tech Stack: Swift, SwiftUI, UIKit, Core Data, **Modular** Architecture, **VIP**, **Elasticsearch**, **Algolia**, CocoaPods, Firebase, **Feature Flags**, **A/B Test**, App Store Connect

- Contributed to multiple key features, including **Activity Logs** and **TruEstimate**, a tool to generate property reports.
- Integrated **Elasticsearch** and **Algolia** to deliver fast, relevant property search results.
- Used **Core Data** to save users' recent searches in Activity Logs, helping improve personalization and search relevance.
- Enabled gradual releases of new features with **feature flags**, improving testing and stability.
- Improved app performance using **Xcode Instruments**, identifying and fixing memory issues and slowdowns.

OLX - LINK   Nov 2024 – Present

Tech Stack: Swift, **MVVM**, **Builder Pattern**, **Flow Controller**, Swift Package Manager (**SPM**), Firebase, MoEngage, **Elasticsearch**, **Modular** Architecture, Deep Linking

- Helped rebuild the OLX iOS app in native **Swift**, replacing the older React Native version to make the app **faster**, **smoother**, and more reliable.
- Used **MVVM** with **builder pattern** and **flow controllers** to organize code better and make the app easier to manage and scale.
- Worked on the Ad Detail screen, ensuring seamless user experience and optimized data rendering from **Elasticsearch** APIs.
- Added **MoEngage** campaign notifications, **Firebase push notifications**, and deep linking to improve user engagement and experience.

ONLINEdoc - LINK   Aug 2020 - Feb 2022

Tech Stack: Swift, UIKit, **MVC**, CocoaPods, Xcode Instruments, SocketIO, RESTful APIs, App Store Connect

- Diagnosed and resolved performance issues using **Xcode Instruments**, leading to a smoother user experience.
- Performed memory optimization and leak detection, resulting in improved app performance.

Perkss & Perkss Business Apps - LINK   Apr 2017 - Jul 2020

Tech Stack: Swift, UIKit, MVC, Java, **NFC**, **Azure Cloud Services**, Web Services, SQL Server DB, SendGrid, Twilio, Blob Storage, App Store Connect, Google Developer Console

- Deployed an **NFC**-based **loyalty points** system.

- Produced a **cart-based ordering** system, facilitating seamless transactions and improving user experience.

EDUCATION

Lahore Leads University   **Mar 2013 - Mar 2017**
BS Software Engineering

CERTIFICATES

Reactive Programming in iOS Using Combine Framework - LINK   **2025**
Udemy

Unit Testing Swift Mobile App - LINK   **2025**
Udemy