Marius Serban iOS App developer

### **Summary**

I am looking to join a product team that has a user-centric development process, that believes that running lean and agile is the way to get to a successful product.

I've been passionate about technology for as long as I can remember. I always relied on self-teaching and continuous multi-disciplinary improvement. Started out as a freelance web developer in high-school almost 10 years ago and made my way into iOS development which has been my focus in the last 3 years.

## **Employment history**

#### iOS Developer Universal Music Group

December 2014 - present

Composed is a niche music streaming service, a startup venture from Universal Music Group. Until the summer of 2015, it was hosted and managed by Made by Many, a product innovation studio based in London and New York, before integration back into Universal Music Group.

At Composed we worked as a cross functional team and were all involved in product-related tasks such as analytics review, user interviews, product steering sessions or feature sketch sessions. I was in charge of maintaining and developing the iOS app. During my time there I've increased unit test coverage by 50%, replaced the audio engine in the app with an open-source implementation, added new UI in universal storyboards with auto-layout and written all new code in Swift.

#### iOS Developer NTT DATA (EBS Romania)

September 2012 - July 2014

I was mainly involved in developing native apps for iPhone and iPad. I also performed code reviews for Audi AG, analyzing code bases of more than 20 internal and consumer iOS apps. Additionally I offered to help out on Android projects when needed.

Here are some projects that I worked on:

- Tanke: a location based mobile app that helps electric car owners in Vienna find charging stations around them.
- mobiLEOS: product targeting the health sector in Germany. It helps health service providers manage appointments with patients and deal with paperwork involving treatment and payment.
- De-Touro: product operating in the German health market. It enables cab drivers to bid on patient transport jobs offered by health insurance companies using their mobile devices.

#### Mobile App Developer Small Footprint, Inc.

November 2011 - August 2012

Started out working on an app built with Titanium API but realized this technology was becoming a performance bottleneck. Then switched to native iOS development, learning along the way, I built two enterprise apps, one supporting iPhone and the other for iPad. My last project at this company was developing a simple 2D puzzle game for Android phones and tablets (Java) from scratch.

## Javascript Developer OSF Global Services

October 2010 - August 2011

I worked with Javascript both on the server-side and inside the browser (jQuery) while integrating custom e-commerce solutions based on the Demandware platform. I also worked on developing a few mobile

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applications for Android and Blackberry using the native APIs (Java) and Appcelerator's Titanium API (Javascript).

Web Developer
OgreCore.com - self employed

April 2005 - August 2010

Development of web applications using PHP/MySQL/HTML. Developed e-commerce websites, CMS, Wordpress customization, various front-end work.

#### Education

# Bachelor's degree – Electronics, Telecommunications and IT Technical University of Cluj Napoca

2006 - 2010

Wrote my bachelor's thesis at Vrije Universiteit Brussel as part of an Erasmus Programme. My project involved developing a sound-based localization method for determining the position of wireless sensor nodes. I developed an algorithm that would determine the position of a wireless sensor in a cartesian system of coordinates by using sound via on-board speakers and microphone. Wireless sensor nodes were running TinyOS, a real-time operating system and the code was written in nesC.

#### **Interests**

- sports: basketball, tennis, golf, table-tennis
- recently learnt I enjoy contributing to open source projects
- reading about computer science, software business, startups