Marius Serban iOS App engineer

## Summary

I've been building iOS apps over the past eight years. I've been passionate about technology for as long as I can remember. Starting off as a web developer, I transitioned to mobile apps along the way.

I am a practitioner of user-centric product development, I believe that staying lean and agile is the way to create value for users.

# **Employment history**





#### iOS Engineer, London, UK

July 2018 – present

I'm working in the business banking team. The job involves collaborating with my squad to ensure we're delivering what's most impactful for our users and for the company. Outside of squad work, I've contributed to improving build times, setting up a system to keep track and repay our technical debt and helping with hiring by interviewing candidates.















Independent contractor

iOS Developer, London, UK

July 2016 - July 2018

At Expedia, I worked on the Hotels.com app, delivering new features and helping out with legacy code. I helped Touch Surgery fix a backlog of bugs ahead of a major release.

While working with The App Business, I helped deliver a range of rail and bus transportation apps for First Group; during my contract I was also part of the team that developed the official tourist guide of London for 2017. The apps were written entirely in Swift, with an MVVM architecture, used Realm for persistence and TeamCity with fastlane tools for deploying internal builds. During the same contract, I worked on enhancing the security of an existing internal app for Unilever and refreshing the UI of the Met Office Weather app.





UNIVERSAL MUSIC GROUP

#### iOS Developer, London, UK

December 2014 - March 2016

I was in charge of developing and maintaining the iOS app, part of a cross functional team building a classical music streaming product. During my time there, we shipped new features, I replaced the audio engine in the app, kicked off migration to Swift and increased unit test coverage.















iOS Developer, Cluj-Napoca, Romania

September 2012 - July 2014

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I was involved in developing native apps for iPhone and iPad. I also performed code reviews for Audi, analyzing code bases of about 20 internal and consumer iOS apps. Occasionally, I was helping out on Android projects when needed.

Here are some apps that I worked on:

- Tanke: a location based mobile app for electric car owners in Vienna to help them find charging stations.
- mobiLEOS: product targeting the health sector in Germany. It helps health service providers manage appointments with patients and deal with paperwork involving treatment and payments.
- 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.





# Small Footprint, Inc.

Mobile App Developer, Cluj-Napoca, Romania

November 2011 - August 2012

Started out working on an app built with Titanium API but realized this technology was becoming a performance bottleneck so we switched to native iOS development. Learning along the way, I built two enterprise distributed apps, one for 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).

#### **OSF Global Services**

#### JavaScript Developer, Cluj-Napoca, Romania

October 2010 - August 2011

I worked on building custom e-commerce solutions using Demandware as a full stack engineer. I also worked on developing a few mobile applications for Android and Blackberry using the native APIs (Java) and Appcelerator's Titanium API (Javascript).

# OgreCore.com - self employed

Web Developer, Cluj-Napoca, Romania

April 2005 - August 2010

Development of web applications using PHP/MySQL/HTML. Built e-commerce websites, CMS, done WordPress customization and other various front-end work.

#### Education

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

2006 - 2010

My bachelor project was developing an acoustic indoor positioning method for determining the location of wireless sensor nodes.

### Interests

- sports: basketball, tennis, golf, table-tennis
- reading about computer science, software business, startups and design