Marius Serban

iOS App developer

Summary

I've been coding on iOS apps for the last three years although I have built Android apps as well in the past. I've been passionate about technology for as long as I can remember. I wrote my first commercial lines of code 10 years ago as a freelance web developer turning to mobile apps development along the way.
I am a practitioner of user-centric product development, I believe that running lean and agile is the way to create value for your users.

Frameworks and tools

- AVFoundation, CoreAudio, CoreAnimation, CoreData, UIKit, MapKit, Security
- Git, Xcode, Instruments, AppCode, Fastlane, Jenkins, Bots, Charles proxy, mitmproxy, Wireshark, Paw, Zeplin, Sketch, PaintCode, Dash

Employment history

UNIVERSAL MUSIC GROUP

iOS Developer, London, UK *December 2014 - March 2016*

Composed is a classical music streaming app, 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.
I was in charge of developing and maintaining 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.
Additionally, at Composed we worked as a cross functional team and were all also involved in product-related tasks such as analytics review, user interviews, product steering sessions or feature sketch sessions.

NTT DATA

iOS Developer, Cluj-Napoca, 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 apps that I build from scratch:
- 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.

marius.serban@protonmail.com | +44 (0) 7507 363395 | London, UK | uk.linkedin.com/in/maserban

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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. 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.

OSF Global Services

JavaScript Developer, Cluj-Napoca, Romania *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 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. Developed e-commerce websites, CMS, Wordpress customization, various front-end work.

Education

Bachelor's degree – Electronics, Telecommunications and IT *2006 – 2010*
Technical University of Cluj Napoca

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
- I enjoy contributing to open source projects
- reading about computer science, software business, startups and design

marius.serban@protonmail.com | +44 (0) 7507 363395 | London, UK | uk.linkedin.com/in/maserban