Maxim Bîrcu

Chisinau, Moldova

LinkedIn | GitHub | maximbircu@gmail.com | +373 62136025

Staff Android Engineer / Tech Lead with 7+ years building and scaling Android TV & Mobile apps for millions of users. Proven impact in cross-team architecture unification, playback quality, developer tooling, localization, and release safety. Deep Kotlin/Android expertise (Compose, Hilt, Ktor, Modularization, SDUI). Converts complex technical goals into measurable business outcomes.

EXPERIENCE

Staff Android Engineer / Tech Lead   Mar 2018 – Present
Crunchyroll (Sony Pictures Entertainment)   *Remote*

- **Global Market Expansion:** Led full app internationalization, implemented AI-powered translations, and delivered complete Hindi localization under a compressed schedule — later adopted by iOS/account teams; documented in official Crunchyroll Engineering Blog.
- **Multiple Profiles Launch:** Delivered this high-risk feature simultaneously across all clients by connecting multiple client teams with backend, defining API contracts and system design, planning cross-platform work, and ensuring flawless, on-time delivery with no feature flag, rollback, or margin for error.
- **Silent Login (SSO):** Delivered proof-of-concept in 3 days, led architecture design, and implemented production solution — improving cross-app user experience and security for millions of subscribers.
- **Feature Flagging:** Introduced and led integration of a feature flagging system enabling hidden feature launches, A/B testing, and gradual rollouts — reducing release risk, accelerating experimentation, and empowering product teams to validate features with live user segments.
- **Release Pilot Program:** Established rotational release pilot process, improving deployment reliability, building release ownership across the team, and enabling confident urgent hotfixes.
- **Playback Optimization:** Reduced video error rate by **67%** (4.5%→1.5%) and increased Mux playback success score from **92→95** by introducing structured measurement processes, optimizing native player performance, and aligning backend/client error handling.
- **Native Player Reuse:** Refactored Android TV native video player for cross-platform reuse and integrated it into the mobile app — replacing web-based playback with a high-performance native experience and accelerating delivery.
- **Server-Driven UI:** Designed and implemented Foxhound, an Annotation Processor–based SDUI framework enabling dynamic UI rendering and future cross-platform experimentation.
- **Code Sharing Enablement:** Enabled large-scale code sharing between Android TV and Mobile by aligning architecture (migrating from MVC to MVI/Clean Architecture, integrating Hilt, standardizing on Ktor, adopting Compose) and consolidating projects into a unified monorepo — reducing duplicated code and accelerating feature delivery by **30%**.
- **Multi-Year Modularization:** Led modularization of the Android monolith by defining module boundaries, establishing development standards, and guiding structured migration — enabling parallel development, reducing build times, and improving maintainability at scale.
- **Cross-Platform Alignment:** Strengthened technical alignment across tvOS, iOS, Android Mobile, and Android TV (Gatchaman Initiative) via shared architectural vision, reusable components, and regular cross-team technical syncs.
- **Developer Productivity:** Built *Friday* CLI and automation scripts for module creation and string migrations — cutting PR merge times, onboarding overhead, and repetitive manual work.

Software Engineer   Jun 2016 – Mar 2018
Jivy Group   *Chisinau*

- Revived Markets Pulse Android app: migrated MVC→MVP and VSS→Git, reducing cold start time from **3 minutes→4 seconds**.
- Introduced Jenkins CI pipelines for Android/Web teams; automated build, QA, and deployment steps.
- Collaborated with product to optimize release cadence, improving time-to-market for new features by **20%**.

TECHNICAL SKILLS

Languages: Kotlin, Java
Frameworks & Libraries: Jetpack Compose, Hilt, Ktor, Retrofit, Coil
Architecture: Clean Architecture, MVVM, Modularization, SDUI

Testing: Espresso, JUnit, MockK
DevOps & Tooling: Gradle, GitHub Actions, Jenkins, CI/CD
Other: Localization/i18n, Performance Tuning, System Design

OPEN SOURCE CONTRIBUTIONS

DevTools Library (GitHub) — Developer tooling adopted internally at Crunchyroll to tweak feature flags during testing, accelerating QA and release validation.
Friday (GitHub) — Automation framework that became the foundation for the internal Friday CLI, streamlining recurring development and release tasks at Crunchyroll.
Mocker — Ktor/Retrofit backend mocking tool for UI testing; contributions to Kotlin compiler plugin examples and open KSP tooling.

SPEAKING & PUBLICATIONS

Tech Conference Speaker (2019): Presented live on developer tooling (*DevTools Library*); reinforced adoption and best practices across teams. Recording available upon request.

MENTORING & TEACHING

Teaching Assistant – Technical University of Moldova (Sep 2019 – Jul 2021) — Mentored student groups in PBL (Project Based Learning) to define, build, and grow their own mini-startups.
Android Development Mentor – Tekwill In Every School (Mar 2022 – Mar 2024) — Trained up to 30 CS teachers in Android fundamentals; mentored teams for TJA competition, with one winning 3rd place at the e-ICON World Contest in Korea.
Android Fundamentals Mentor – Tekwill (Jul 2018 – Mar 2018) — Designed Android Fundamentals course from scratch, including syllabus, materials, and training delivery.

EDUCATION

Technical University of Moldova   2014 – 2018
B.Sc. Computer Science, FAF (Filiera Anglofona)   *Chisinau, Moldova*

LANGUAGES

English (C1), Romanian (Native), Russian (C2)

AWARDS

1st place in multiple national hackathons during university; recognized for rapid prototyping and cross-functional teamwork.