

Software engineer and designer passionate about human-computer interaction with 10 years of experience

EXPERIENCE Apple Prototyping Engineer - Software Incubation

Cupertino . 2021 - Today

Selected Work: Led feature exploration to leverage on device intelligence to make the iPad experience more coherent and break down apps silos. Created development platform to enable designers and engineers to prototype for a new hardware form-factor. Ideation of interaction paradigms for a new class of iOS-based devices and rapid prototyping using ARKit.

**Apple** Software Engineer - SpringBoard

Cupertino 2015 - 2021

Key Achivements: First iOS lockscreen re-architecture in 10 years to allow for a modular, page based lockscreen and unification with Notification Center.

Prototyped and Implemented iPhone X swipe-to-unlock and Face ID interactions.

Originated and led iOS 14 home screen widgets and their SwiftUI based rendering system.

*Selected Work*: Live wallpapers, iPhone app switcher, wake-to-apps API (Maps, Voice Memos, Notes), Lock Screen camera, Volume HUD.

**Apple** Software Engineer - NetApps

Cupertino 2014 - 2015

Selected Work: Started the Home app, leading brainstorming and creative process behind building a 1st party app to leverage HomeKit technology. Responsive UI for Weather, Stocks and Settings apps for iPhone 6 and 6 Plus. Stocks app for iPad. Siri UI plugins for tvOS.

Casserole Labs Lead iOS Engineer

New York Created iOS Apps with rich, engaging UIs connecting to custom and 3rd party 2012 - 2013 APIs. Objective-C, Cocoa, UIKit, Foundation, Core Libraries, etc.

**Taplicious** Development and Design of iOS Applications

Tel Aviv One-man iOS development shop: from design to prototyping to development to

2010 - 2012 QA.

EDUCATION 2008 - 2009 Master's Degree in Applied Mathematics

New York Columbia University in the city of New York

2005 - 2008 BS and MS in Computer Science Engineering

Paris Télécom ParisTech (Best CS program in France)

SKILLS LANGUAGES French: native English: fluent Spanish: moderate Hebrew: moderate

SOFTWARE Objective-C / iOS: ★★★★★ C: ★★★★★

INTERESTS Surfing, Photography, Cooking, Yoga & Mindfullness