Eddie Long

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Profile

Experienced engineer with extensive cross platform app development on projects with millions of users. Proven ability to deliver quality products to tight deadlines taking a lead role as a hands-on senior developer. Knowledge of all levels of the product development process.

Broad knowledge of a wide range of technologies such as platform APIs, AR & UI/UX, networking and Swift. Keen to learn new technologies and techniques. Very motivated, proactive in taking initiative, comfortable with responsibility and works well within a diverse team having effective, clear verbal skills.

Technical Skills

Languages (in order of experience): C++11/14, Objective C/Swift, Java, Kotlin, Javascript, Python, C#.
Platforms: iOS, Android, Blackberry, Windows Phone, Desktop.
Technologies: iOS SDK, Android SDK, OpenGLES, DirectX, OpenAL, OpenSL, Git, Mercurial, SVN.
CI/CD: Fastlane, CircleCI, TeamCity
Tools/IDEs: Xcode, Android Studio, Visual Studio, Unity3d, Eclipse, SourceTree, Fork, Photoshop.
Other: Jira, Redmine, Github, BitBucket

Portfolio

- *Whoppah*: e-commerce platform with AR preview feature
- *Pushfor*: secure messaging and document store with white labelled apps for third parties
- *Blippar:* augmented reality app & SDK and deep learning platform for iOS, Android, Windows Phone and Blackberry.
- *Football Superstars*: a popular football MMO game for the PC.
- *Striker Superstars:* a browser based football game created in Unity3d.
- *Singstar Dance:* a dancing PS3 game that utilises the PS Move and EyeToy camera to recognise and score your dancing.
- *Championship Manager 2010:* a 2D and 3D PC football simulation game.

Experience

Mobile Development Lead
Whoppah BV

Amsterdam, NL
Working remotely from Cork, Ireland
April 2019 - Present

* Liaised with product, design and backend to implement features and screens in the iOS app. Took ownership of all parts of app development.
* Introduced FastLane and CircleCI with unit tests to improve team process.
* Moved architecture towards MVVM using RxSwift for inputs/outputs. Reduced size of VCs and coupling between components.
* Improved crash rate to ~99.8% and AppStore review 4.6 (57 reviews)
* Implemented AR preview feature using ARKit.
* Added push notifications via Firebase.
* Migrated app backend from REST to GraphQL for new CMS.

Senior iOS Developer
Pushfor

London, UK
Working remotely from Cork, Ireland
February 2019 - March 2019

* *This was a short role because of unforeseen company redundancies.*
* Worked on high priority bugs on the backlog, including critical CoreData related threading crashes. Integrated unit testing into the app.
* Helped upgrade project to Swift 4.2, fixing issues in Cocoapod dependencies in the process. Fixed deprecations and reduced build warnings significantly.

Senior App Developer/ Mobile Eng. Lead
Blippar

London, UK & Cork, Ireland
January 2013 to December 2018

Co-architected the AR platform which has over 50 million downloads, a developer community that crafts exciting AR experiences and has won multiple prestigious awards. Highlights include:

* Crucial role in the core team involved in all aspects of the app and SDK development process including JS, Objective C, Java public API design.
* 5 complete re-designs of the app user interface on iOS and Android.
* Took ownership of Android app, improving code quality, stability and Play Store rating from 2.6 to 3.5.
* Implemented various cross platform engine & UI features: API creation & maintenance, video recording, universal links, developer authentication (OAuth2), logging framework, telemetry systems, app state machines, localisation system, sensors, 3D graphics and ARKit/ARCore integration.
* Took ownership and integrated TeamCity continuous integration server. Introduced and developed hundreds of unit tests in C++.
* Created build scripts to drastically improve app build times.
* Development (from scratch) of the BlackBerry 10 and Windows Phone versions of the app.

Lead Mobile Developer
Mindshapes

London, UK
November 2012 to January 2013

* Reconstructed the user flow of MagicTown on iOS, added upsell mechanism and altered subscription model for customers.
* Created a new painting application on iPad to drive usage of main MagicTown application.

Senior Game Developer
CybersportsWorld

London, UK
September 2010 to November 2012

* Responsible for UI on both Football Superstars (FS) and Striker Superstars (SS) as lead UI developer.
* Developed multiple features singlehandedly for client and server side involving database interaction and KPI logging.
* As part of team assisted in localisation of 6 FS applications.
* Created chat system, 3d match components, font rendering, XPath XML parsing and user & guest flow for both titles.
* Integrated webservices and created the build and deployment process.

UI/Gameplay Developer
Sony Computer Entertainment

* Primary programmer for dance gameplay for SingStar Dance PS3 title including scoring system with difficulties.
* Integrated new PS Move controller libraries into the existing SingStar codebase.
* Assisted implementation of PS Move calibration/fitting of gestures to calibration data.
* Developed extensible gesture recognition system using positional, rotational and accelerometer device readings.
* Implemented dance capture transcription, data storage and processing for 30+ dance tracks.

Front End C++ Developer
Beautiful Games Studio

London, UK
October 2008 to December 2009

* Was key member of Front End team throughout development and release of Championship Manager 2010 for the PC.
* Responsible for the development of game screens and components, developing a MVC-based component system.
* Created automated UI testing tool to help find UI defects and dynamic in-game XML reloading. Implemented a user input recording & playback system to reproduce defects found in-game.

PHP & Voice Developer
Learnosity Australia

Sydney, Australia
October 2008 to December 2009

Education

MSc Computer Games Technology
Distinction

Unversity of Abertay, Dundee
September 2006 to January 2008

* Dissertation: Enhanced NPC Behaviour using Goal Oriented Action Planning. The dissertation implemented a GOAP system approach to AI behaviour that planned actions in advance according to the agent current world state. The system was developed and analysed alongside a traditional Finite State Machine AI system to compare behaviour, ease of development, reusability and extensibility amongst other criteria.

BSc Computer Science
First Class Honours

University College Cork, Cork
September 2002 to June 2006

* Overall average mark of 89%
* Nominated for Science Graduate of the Year in 2006 for highest grade in the class.
* Awarded a Motorola scholarship for highest mark in the year in 2005.

Leaving Certificate
600 points

Colaiste an Spioraid Naoimh, Cork
September 1996 to September 2002

* Entrance scholarship from UCC.
* Awarded the 'Eacht an Colaiste' award
* Highest economics result in Munster

Interests

Active interest in iOS development and regularly pursuing personal projects.

Keen interest in golf, soccer, rugby and running.