

# 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):* Objective C/Swift, C++11/14, Java, Kotlin, Javascript, Python, C#.

*Platforms:* iOS, Android, Blackberry, Windows Phone, Desktop.

*Technologies:* iOS & Android SDK, OpenGL ES, DirectX, OpenAL, OpenSL, Git, Mercurial, SVN.

*CI/CD:* Fastlane, CircleCI, TeamCity, Bitrise.

## Experience

### Senior Software Engineer Radar @ Apple

October 2020 - Present

Cork, Ireland

Swift & Objective-C

Worked as part of the Radar iOS and macOS client teams. The Radar app is used by thousands of Apple staff daily as their main tool for tracking tasks and team work. The Radar iOS team has 11 members between PMs, QA and engineers.

- Reworked the Home Screen, removing bespoke code from iOS and sharing data source logic and code with macOS.
- Added a Radar widget to show an overview of user's preferred queries.
- Upgraded the app to support multi-window on iPadOS.
- Added support for Dynamic Type and larger accessibility content sizes.
- Modernized the app upgrading to latest APIs, modern cell configuration and adopted xcconfig for project configuration.
- Rewrote the critical Find Problem screen, bringing functional parity with macOS.
- Contributed to defining code guidelines and introducing automated Swift formatting tools.
- Mentored interns and presented several tech talks and proposals to the wider team.

### Senior Software Engineer PMD Solutions

March 2020 - October 2020

Cork, Ireland

Swift & Objective-C

I worked as the primary technical resource developing, maintaining and enhancing the respiratory monitor medical device and with iPad apps.

- Configured monitoring, backup and alerting for hospital site AWS EC2 databases and instances. Assisted external IT supplier in site setup, upgrades and troubleshooting.
- Merged native iOS and Ionic apps together into a single iPad app.
- Ported iOS Manufacturing validation app from Android to iOS.
- Implemented new screens, extended bluetooth functionality, SSE streaming, CoreData database and localisation features for the merged app.
- Performed medical device documentation and software design processes.
- Added Bitrise and Github actions CI pipelines.
- Lead design and implementation of Bluetooth firmware protocol and C++ implementation using MBED OS.

Mobile Development Lead  
Whoppah BV

April 2019 - March 2020  
Amsterdam, NL (remote from Cork, Ireland)  
*Swift, Objective-C, Javascript*

Whoppah is an e-commerce platform which was initially developed by a third party agency. I took over the iOS app taking full ownership over all aspects of the app development. As part of a very small team (a single Android and backend developer) we significantly pivoted the entire app from REST to GraphQL over the course of a few months, whilst still delivering on important features for the business in parallel.

- 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.
- Improved crash rate to ~99.8% and AppStore review 4.6 (57 reviews)
- Implemented AR preview feature using ARKit. Added push notifications via Firebase.

Senior iOS Developer  
Pushfor

February 2019 - March 2019  
London, UK (remote from Cork, Ireland)  
*Swift & Objective-C*

- 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

January 2013 to December 2018  
London, UK & Cork, Ireland  
*Objective-C, Swift, C++, Java, C#*

Blippar is an augmented reality app, SDK and deep learning platform for iOS, Android, Windows Phone and Blackberry. I worked as an software engineer and mobile engineering lead through many phases of the company's growth. I 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

November 2012 to January 2013  
London, UK  
*Objective-C & C++*

- 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

September 2010 to November 2012  
London, UK  
C++ & C#

- 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

December 2009 to September 2010  
London, UK  
C++

- 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

October 2008 to December 2009  
London, UK  
C++

- 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.

PHP & Voice Developer  
Learnosity Australia

October 2008 to December 2009  
Sydney, Australia

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Education MSc Computer Games Technology  
*Distinction*

University of Abertay, Dundee  
September 2006 to January 2008

- Distinction with overall average mark of 95%.
- Dissertation: Enhanced NPC Behaviour using Goal Oriented Action Planning.

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

