



Soufiane Masmoud

Senior iOS Developer

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Summary

Senior iOS developer with over 7 years of experience on multiple apps. Mainly, I was in charge of designing and developing the Precision Systems app from scratch, a POS solution that works online and offline, set up in over 58 stores in Morocco and abroad. I also worked on two IoT projects, one with Delta Dore, collaborating with a big team to enhance the app and connect new devices. I design stable and intuitive apps, handling the whole process from concept to deployment.

Experience

SII Maroc / Rademacher **11/2024 - Present**

- Hooked up the Matter protocol for smooth communication on all devices.
- Added and rolled out a bunch of features like Newsletter, Configuration Backup, and Heating Mode settings.
- Built a fully dynamic app structure, with pages and subpages powered by a shared JSON file that works for both Android and iOS.
- Took the lead in spotting and fixing a bunch of crashes and bugs, which really boosted app stability and user experience, resulting in happier users who stick around more.

SII Maroc / Deltadore **06/2023 - Present**
IOS Developer Casablanca

- Designed and integrated advanced features for the iOS platform using SwiftUI and Combine, which boosted performance and user experience in apps connected to IoT devices.
- Fully integrated a smart alarm system with VIPER, handling zone management, access code setup, and control over alarm activation and deactivation.
- Designed and developed a peer-to-peer (P2P) communication module with CocoaAsyncSocket, allowing direct object exchange between devices.
- Used Jira for tracking tickets and coordinating tasks under Agile/Scrum methodologies, with regular rituals (daily stand-ups, sprint planning, retrospectives).
- Optimized performance by effectively resolving bugs and making suitable technical choices. Managed the whole deployment process, from versioning to release, including packaging, with Bitbucket as the version control tool.
- Successfully fixed several memory leaks in the app using Instruments, which reduced crashes and lag on certain pages of the app.
- Added migrations and fixed some crashes related to the Realm database.

Utopie Maroc **11/2017 - 06/2023**
IOS Developer Casablanca

- Strategic Design and Architecture: Designed the structure for the databases and the Architecture of the App using the 4 layered application architecture
- Enhanced UI/UX Design: Developed intuitive user interfaces and experiences using UIKit with delegation, focusing on intuitive design and seamless navigation.
- Data Modeling: Built extensive data models to support complex application functionalities and data management.
- Integration of third party devices: integrated devices like Apple Pencil and Apple Watch and the ESCPOS printers.
- Integration of Key Features: Integrated essential features such as in-app purchases using revenue cat, iCloud support, and multilingual capabilities.
- Account Management: Managed iTunes Connect accounts and TestFlight for streamlined app distribution and testing.
- Microservices Integration: Integrated with microservices web architecture APIs to enhance application functionality and performance.
- Support and Updates: Provided support for new updates and features for existing applications, ensuring compatibility and smooth transitions.
- Multithreading and Concurrency: Implemented multithreading and concurrency mechanisms to optimize performance and responsiveness.
- Industry-Specific Experience: Specialized experience in commerce/retail applications, including intelligent stock management, cash management, and product management functionalities.
- Continuous integration and Continuous delivery using GitLab

Projects

TextGenieAI
04/2025 - Present
<https://textgenieai.com/>

TextGenieAI is a macOS assistive writing app designed to enhance productivity and creativity by offering smart, contextual text tools through a popup bar that appears beside selected text. Built for writers, students, professionals, and creatives

Skills

Swift

SwiftUI

UIKit

VIPER

Clean architecture

Languages

English

French

Arabic

Education

L'Ecole Supérieure de Technologie de Casablanca ESTC
09/2014 - 06/2016
DIPLOME DUT Génie informatique

L'Ecole Supérieure de Technologie de Casablanca ESTC
09/2016 - 06/2017
Bachelor Degree DIPLOME LP - Génie Logiciel et Administration Avancée des Systèmes et Réseaux Informatiques