

# Mehdi Rashadatjou

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## About Me

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I am an accomplished Senior/Lead Swift Developer with a strong background in client-side applications, particularly in the Apple ecosystem. With a remarkable 7-year journey in Swift development, I have acquired a profound mastery of Swift. Having also ventured into Android and Web development, I possess a comprehensive understanding of all three major platforms. My proven track record includes successfully refactoring and optimizing monolithic SDKs, leading development teams, and collaborating closely with stakeholders, including CEOs, to deliver exceptional results. My passion for innovation and user-centric design drives me to create high-quality, feature-rich applications that excel in performance and user experience.

## Experience

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### Lead/Senior Swift SDK Developer

11/2022 - In progress

Flowplayer SDK | Wowza | Video Streaming

United States (Remote)

<https://wowza.com>

Lead/Senior Swift SDK Developer, responsible for leading the development of a platform-agnostic media player in Swift at Wowza. Focused on ensuring seamless integration with an online video platform and designing a scalable and customizable architecture.

#### Key Responsibilities and Achievements:

- Led the development of a versatile and platform-agnostic media player in Swift, catering to various platforms (iOS, macOS, tvOS, watchOS) and seamlessly integrating with the online video platform.
- Designed and implemented a scalable and customizable architecture for the media player, accommodating future expansions and ensuring the ability to meet the diverse needs of clients and users.
- Ensured the media player's flawless performance on multiple platforms, optimizing memory usage, enhancing network efficiency, and prioritizing high performance for an exceptional user experience.
- Collaborated closely with backend developers for API integration, fostering effective communication and successful collaboration between frontend and backend teams.
- Conducted thorough code reviews, providing mentorship and guidance to the development team to maintain high-quality code and adherence to best practices.

- Kept abreast of emerging technologies and industry trends, implementing the latest advancements in Swift development to enhance the media player's capabilities and features.

**Keywords:** Swift SDK development, media player, platform-agnostic, online video platform, platform compatibility, memory optimization, high performance, network efficiency, API integration, code reviews, mentorship, remote work, software development.

## Frontend Developer (React)

02/2022 - 11/2022

Flowplayer | Online Video Platform

Sweden (Remote)

<https://app.flowplayer.com>

Frontend Developer specializing in React, contributing to the development of the Flowplayer Online Video Platform (OVP) UI Platform. Leveraged React to create interactive and user-friendly video player components, enhancing the video playback experience.

### Key Responsibilities and Achievements:

- Provided valuable support in the development of the Flowplayer Online Video Platform (OVP) UI Platform, utilizing React to design and implement interactive and user-friendly video player components.
- Led the refactoring effort for the bundling and bootstrapping process of the Flowplayer OVP UI Platform, optimizing its performance and maintainability for a smoother development experience.
- Collaborated closely with the team on the development of the Flowplayer React Player package, creating reusable React components for seamless video playback and customization.
- Demonstrated a strong understanding of frontend development and React, ensuring the Flowplayer OVP UI Platform delivers an exceptional video playback experience to end-users.
- Leveraged creativity and innovation to develop intuitive user interfaces, enhancing the usability and engagement of the Flowplayer Online Video Platform.

**Keywords:** Frontend development, React, UI Platform, online video platform, video player components, bundling and bootstrapping, refactoring, React Player package, video playback, customization, remote work, software development.

## iOS & tvOS SDK Developer

07/2021 - 02/2022

Flowplayer | Media Player

Sweden (Remote)

<https://github.com/flowplayer/flowplayer-ios>

<https://github.com/flowplayer/flowplayer-tvos>

iOS SDK Developer with a focus on refactoring and enhancing iOS SDKs. Led the transformation of a monolithic iOS SDK, refactoring it from an AVPlayer wrapper to a more efficient and modularized Swift framework at Flowplayer.

### Key Responsibilities and Achievements:

- Spearheaded the refactoring process of the existing monolithic iOS SDK, leveraging Swift to create a more efficient, modular, and maintainable framework.
- Successfully transformed the iOS SDK from an AVPlayer wrapper to a streamlined framework, resulting in improved performance and flexibility for client applications.
- Took on the sole responsibility for maintaining and enhancing the Flowplayer iOS SDK, ensuring its stability, reliability, and seamless integration with client applications.
- Demonstrated expertise in iOS SDK development, fixing issues, and implementing enhancements, supporting a seamless video playback experience for end-users.
- Expanded the SDK's capabilities by modularizing it to support additional platforms, particularly tvOS, providing developers with the flexibility to use the SDK seamlessly across multiple Apple platforms.

**Keywords:** iOS SDK development, Swift, AVPlayer, framework refactoring, module development, online video platform, app integration, tvOS development, remote work, software maintenance, software development.

## **Frontend Developer (React)**

06/2020 - 07/2021

Blue Moon | E-commerce

Bosnia & Herzegovina (Hybrid)

<https://bluemoon.ad-pro.info>

Frontend Developer with expertise in React, leading the design and development of a visually appealing and user-friendly frontend user interface for managing online orders, stock, and call center operations at Blue Moon - E-commerce.

### **Key Responsibilities and Achievements:**

- Led the design and development of the frontend user interface using React, ensuring an intuitive and visually appealing experience for managing online orders, stock, and call center operations.
- Collaborated closely with the backend team to seamlessly integrate React-based frontend components with server-side functionalities, facilitating smooth data exchange and ensuring a cohesive user experience.
- Demonstrated a strong focus on performance optimization, efficiently optimizing React code for speed and responsiveness, resulting in improved application performance.
- Conducted thorough testing to ensure cross-browser compatibility, ensuring the frontend works flawlessly on different web browsers.
- Adhered to accessibility standards, making the software inclusive and accessible to all users, irrespective of their abilities.

**Keywords:** Frontend development, React, user interface development, web development, e-commerce, online orders, stock management, call center operations, performance optimization, cross-browser compatibility, accessibility standards.

## Swift & macOS Developer

07/2019 - 01/2020

Coinis | Ad Network

Montenegro (Remote)

<https://coinis.com/>

Led the development of a sophisticated desktop app that seamlessly connects to an ad network, delivering relevant software products to users based on their preferences and behavior.

### Key Responsibilities and Achievements:

- Spearheaded the design, development, and maintenance of a macOS software application for Coinis, facilitating the connection to an ad network and providing users with personalized software product recommendations.
- Collaborated closely with ad network providers to integrate their APIs and SDKs into the macOS application, ensuring seamless communication and efficient data exchange between the app and the ad network.
- Successfully built and optimized a highly sophisticated platform agnostic Swift analytics service, enabling precise tracking of user behavior, interactions, and preferences. The analytics service provided valuable insights into user usage patterns and interests, supporting data-driven decision-making.
- Demonstrated exceptional Swift programming skills, ensuring the app's stability, performance, and user experience met high standards.

**Keywords:** macOS development, Swift, desktop app, ad network integration, APIs, SDKs, user behavior tracking, analytics service, user preferences, data-driven decisions, remote work, software development.

## iOS Developer

01/2020 - 01/2023

Rep Rise | Fitness App (Owner)

<https://apps.apple.com/us/app/rep-rise-100-push-ups-counter/id1246695736>

The driving force behind the creation and continuous development of Rep Rise, a cutting-edge fitness app. Utilizing ARKit, the app tracks facial movements during push-ups, accurately counting each repetition to enhance user training experience.

### Key Achievements:

- Conceptualized and created the Rep Rise app as a personal learning project, continuously refining and enhancing its features over time.
- Developed the app as a fully native iOS application, focusing on its singular purpose of counting push-ups with utmost precision and ease of use.
- Successfully leveraged ARKit technology to detect users' facial movements during push-ups, applying advanced algorithms to ensure accurate and reliable repetition counting.
- Attained remarkable commercial success, with the app generating over \$8.5k in revenue and amassing a user base of more than 30,000 individuals worldwide.

**Keywords:** iOS development, fitness app, ARKit, facial tracking, push-up counter, app monetization, user engagement, app development, personal project, app revenue, native iOS app.

## **Junior Android Developer**

01/2019 - 07/2019

Kloeckner Metals | United States (Remote)

Maintaining native Android applications. Contributed to the successful development and enhancement of the Kloeckner Metals Corporation's native Android app, focusing on delivering valuable features and functionalities to users in the construction industry.

### **Key Responsibilities and Achievements:**

- Led the design, development, and maintenance of the native Android app for Kloeckner Metals Corporation, ensuring it adhered to stakeholder requirements and specifications.
- Implemented the steel shape calculator feature, empowering users to input dimensions and steel specifications, and obtain accurate results on proper size, price, and shape of the required steel, enhancing user productivity and efficiency.
- Successfully integrated a dynamic news feed within the app, providing users with relevant updates from Kloeckner Metals Corporation and news about the construction industry. Implemented mechanisms to keep the news content up-to-date and user-friendly, improving overall user engagement.

**Keywords:** Android development, mobile app development, Java, Android Studio, native Android app, steel shape calculator, construction industry, dynamic news feed, user engagement, app maintenance, software development, mobile applications.

## **iOS Developer**

01/2018 - 01/2019

KasamaKA - FINTQ | Philippines (Remote)

Focused on delivering secure and fully customized financial applications. Spearheaded the development of a highly customizable financial app, enabling users to effectively view, manage, and optimize their money assets. The app also provided seamless and secure money transfers using our robust backend services.

### **Key Responsibilities and Achievements:**

- Led the development of a fully customized iOS financial app, empowering users to have a comprehensive view of their money assets and effectively manage their financial resources.
- Implemented secure money transfer functionality, utilizing our highly secure backend service to facilitate seamless and reliable fund transfers for users.
- Collaborated closely with backend developers to integrate a scalable, fault-tolerant, and multi-tenant/SaaS architecture into the iOS app, ensuring efficient communication with backend services and maintaining data integrity.
- Expertly implemented client-side code to interact with deployed and maintained backend services, skillfully handling data exchange, parsing responses, and managing asynchronous

requests, resulting in a seamless user experience.

**Keywords:** iOS development, mobile app development, Swift, Xcode, app customization, user account management, invite functionality, password reset, backend integration, RESTful APIs, data parsing, asynchronous requests, user engagement, Fintech, mobile applications.

## Junior iOS Developer

01/2017 - 01/2018

Spartan Apps | Bosnia & Herzegovina

<https://www.spartan-apps.com/>

Innovative and motivated Junior iOS Developer with one year of experience in designing, developing, and maintaining cutting-edge iOS applications. Collaborated with a senior development team to create the Spartan Workout App for iOS devices, implementing features such as personalized fitness workouts, nutrition tracking, and user profile management.

### Key Responsibilities and Achievements:

- Assisted in the design, development, and maintenance of the Spartan Workout App, ensuring compliance with guidelines and best practices set by the senior development team.
- Collaborated with cross-functional teams to successfully implement new features and functionalities, enhancing user experience and engagement.
- Actively pursued continuous learning and skill development in iOS development, staying up-to-date with the latest technologies, tools, and frameworks in the iOS app development landscape.

**Keywords:** iOS development, app design, app development, mobile applications, Swift, Xcode, iOS frameworks, UI/UX, feature implementation, fitness app, nutrition tracking, user profile management.

## Education, Certifications, and Skills

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**Faculty of Information Technologies** | Bosnia & Herzegovina | 2017/2018

**Muskego High School** | United States | 05/2015

**Second Highschool** | Bosnia & Herzegovina | 05/2016

## Languages

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- English – Fluent
- Bosnia – Native
- German – Advanced
- Persian – Intermediate

## Organizations

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- Google Developer Group Sarajevo Member since 2022
- Swift Developer Community Member since 2021

Demos, documentation and code tours of the mentioned projects are available upon request.