ROLAND LETH

Business- and product-oriented software engineer with 15+ years of experience, leadership background, formal training in economics and statistics, studied interest in human psychology, and a strong user experience perspective.

Over the past decade I've led cross-functional teams, aligned stakeholders across departments, and overseen multiple products in parallel from concept to market, ensuring delivery creates measurable business value, while keeping user experience at the core.

Proven expertise in driving digital transformation for major companies like DeinDeal–part of Ringier, or Therme Media–part of Therme Group. I started my own software company, Runtime Sharks, or startups like Eventa and Qality Tech.

I'm able to understand complex problems outside of my field and offer guidance that helps move projects forward, even without prior domain knowledge.

I am committed to team growth and cross-team collaboration, offering guidance and mentorship to help others succeed. In addition, I contribute to open source (occasionally) and have published technical on my blog.

I have experience with various team compositions and working environments, from small startups to large corporate teams, across on-site, remote, freelance, and full-time roles.

EXPERIENCE

IOS DEVELOPER, DEUTSCHE BANK — NOV 2024–PRESENT

I was involved in business, product and architectural decisions and I drove the brainstorming and implementation of complex features, aligning stakeholders and syncing multiple teams and leads to find the best solutions.

I worked on an SDK and mobile apps, contributing with technologies like SwiftUI and RxSwift, writing unit tests and keeping a clean codebase.

I offered technical feedback, but also operational improvement ideas. I offered support to other team members, but also to colleagues from other teams. I pushed for improving our processes and feature delivery to clients.

I completed multiple trainings, masterclasses and courses related to leadership, stakeholder engagement & collaboration, various soft skills, AI.

IOS DEVELOPER, THOUGHTWORKS — OCT 2022–OCT 2024

I worked almost exclusively on an SDK in the IoT field, for an international company, delivering features, fixing bugs, improving the performance and reliability of the framework and keeping the code base properly test covered.

The SDK is the common backbone for multiple front-facing apps, unifying the communication between apps and devices.

I offered technical feedback, but also operational improvement ideas. I offered support to other team members, but also to colleagues from other teams.

The most notable technologies used are RxSwift, SwiftUI and SwiftyMocky.

CO-FOUNDER, EVENTA — JUN 2022–JUN 2023 [side]

Along with 2 friends, we created a web platform to manage events like weddings, baptisms or birthday parties.

I was the sole frontend developer, building the product from the ground up with React, Redux, TailwindCSS and remix.run. The app features accessibility, custom animations, custom UI controls, a complex dashboard and multiple heavy state-driven UI components, built with functional components, custom hooks and higher order components.

The state is handled via reduxjs/toolkit, with slices for each screen, where applicable, custom async thunks and extra reducers, everything fully localized, based either on browser settings, or custom preferences.

HEAD OF DIGITAL, THERME MEDIA – JUN 2020–OCT 2022

When Therme Group started its own digital agency, Therme Media, I joined as Head of Digital, to drive forward the process of digitalization and to start and lead the Digital department, but also by being hands-on in all projects.

We built Therme's iOS and Android apps, which drove tens of thousands of monthly users within three months from launch, significantly improving brand recognition and engagement and customer satisfaction. The iOS app was built with SwiftUI, fully custom, from views to navigation.

I was responsible for architecture, for the complex navigation and state management systems and I decided along with backend various data structures, required by the app. The apps are unit tested, UI tested, fully accessible and are being tested and deployed through a CI/CD solution.

I also worked on various web projects with React, Redux, TailwindCSS, remix.run, Node.js and Express.js.

I was also the connection point between many teams (stakeholders, content, testing, business, UI/UX, backend and mobile), trying to move things forward in the smoothest and most beneficial way, for the business, the end user, but also the developers

iOS DEVELOPER, GREENER PASTURES – SEP 2019–JUN 2020

I've worked with Google Maps, Real Database sync, Firebase, complex animations, complex notification schedules, unit testing, UI testing, Firebase Functions (TypeScript) & complex testing/data validation algorithms (for example a lightweight script to validate API response JSON structures) and I offered continuous UI/UX feedback. I also worked on a social video-based app similar to TikTok, which involved video handling, manipulation, optimization and editing.

I also got involved in various soft processes, trying to improve how the team operates and how it collaborates with the other teams.

Along with 3 friends, we set out to create a tool that will automatically find, generate and run all the tests required for a product.

During this time, I built multiple microservices/micro-web-apps, backend and frontend, most of which communicate with each other, some of them with large amounts of data and sensitive information which had to be secured or obfuscated. All services are unit tested, making use of jest or vitest.

Frontends were built with TypeScript, React, Redux, TailwindCSS, vite and remix.run, fully accessible and as user friendly as possible.

Backends were built with TypeScript, Node.js and either Express.js, or remix.run, along with a PostgreSQL or MariaDB, handled with TypeORM. Endpoints were REST based, but I also made use of RabbitMQ.

I also worked with other various technologies like Docker containers, devops & sysops, bash scripting, microservice architecture, inter-app communication and security, but I also took part in the tech and product's development and business direction.

I was responsible for steering the product's direction based on the balance between our needs, as a team, and those of the final users.

FOUNDER & TECH LEAD, RUNTIMESHARKS — OCT 2017–JUL 2023

At the end for 2017 I started my own software development company, mainly focused on iOS, but releasing web and Mac apps as well. We reached a diverse portfolio of almost 20 projects, most of which can be found here.

Two of the most important ones are a full-stack (backend, frontend, iOS) social media platform, where users could share their travel stories and leave comments and likes to others photos; the other was also a social app, for iOS, where users could challenge others to build better habits via daily posts, comments, likes and uploading pictures.

Most projects include unit tests, integration tests and include accessibility features in various degrees. Technologies used during this time were Swift, Vapor, Node.js, Express.js, React, React Router, remix.run, JavaScript, TypeScript, PopstgreSQL with TypeORM among others.

Serving as lead iOS developer, in close cooperation with our Head of Mobile and the Product and UI/UX teams we analyzed and reviewed feature/change requests and suggested alternatives when needed, always thinking about our users' best.

One of the other biggest challenges was frequently working with a total lack of designs/mocks, specifications, flows or real data, meaning I was constantly reaching out to key team members to gather all the required information, syncing and aligning other teams in the process.

Main responsibilities were:

- defining the iOS architecture and guidelines;
- the planning and coordination of the iOS project;
- UI and unit tests. Preparing and creating minimum viable UI test flows;
- developing an in-house CI/CD solution, based on a local machine, configured with Xcode Server, accessible through a VPN from outside the office;

Mid 2016 we started the merge of two mobile apps, belonging to two different platforms. **During this time I was responsible for:**

- taking a crucial role in specifying new APIs that were to be created on the new platform, in close cooperation with the backend and mobile teams;
- coordinating the adaptation of the existing iOS app to the new business requirements and infrastructure;
- cooperating with the Product and UI/UX teams; and
- the creation of multiple APIs with Node.js, Express & Elastic Search.

Fully involved in the creation of new components/sections and/or the redesign of old ones, **my main responsibilities were:**

- coordinating the adaptation of the existing iOS app to the new business requirements and infrastructure;
- creation of custom controls and all animations;
- implementation of RESTful APIs;
- the release of the 2.0 version (which implied the migration from an HTML wrapper);
- working towards a pixel perfect UI, 100% compliant with the design; and
- helping the Frontend and Backend teams with Ruby tasks from time to time.

I learned Objective-C through self-teaching, releasing 1 app and 2 games in the process. After a while I learned the value of open-source, so I contributed to a few projects and released several of my own, then, finally, I released 2 more apps and one more game. Some apps were sold, others were discontinued.

SKILLS

Leadership, Business and Management

- I have an easy time understanding business requirements and the business impact of a feature to be implemented
- I can quickly understand the needs of multiple stakeholders and I'm able to find a common ground for all parties involved
- Cross-functional Team Leadership, Stakeholder Alignment, Digital Transformation, Agile Methodologies, Mentoring & Coaching, Technical Architecture Design
- I have a strong understanding of and perspective on user experience
- I have a deep passion for human psychology which I informally study, so I'm able to understand and anticipate user needs and behaviours

Core Technologies

- Swift, SwiftUI, RxSwift, CocoaPods, Fastlane, Unit/UI/e2e Testing, CI/CD Solutions
- Node.js, Express.js, PostgreSQL, React, remix.run, RESTful APIs, API design
- Above familiar with MySQL, Ruby, Python, Docker, managing a raw VPS, SysOps and SysAdmin, DevOps

Other

- Comfortable with working in any environment, using any tools.
- Adept of writing readable code: from explicit names and consistent style to effective documentation and comments.
- Fluent in spoken and written English.
- Familiar with spoken and written German.

If you're looking for a results-driven technical leader who can understand business and product needs, but also user experience, who can drive innovation, but is also able to mentor teams, feel free to reach out to discuss potential collaborations.