**SHASHANK KUMAR SINGH**

**iOS Engineer** Noida, India | +91 - 9820213496 | shashanksingh485@gmail.com | [LinkedIn](https://www.linkedin.com/in/shashank-singh-57814337/)

Accomplished Senior Software Engineer with **7+ years** of experience specializing in **Mobile Application Development** for **iOS platforms.** Boasts strong technical expertise in **Swift, UIKit, and modern iOS architecture patterns**, including **MVVM.** Skilled in **full app lifecycle management**, integrating advanced functionalities, and enhancing user experiences. **Proven leadership experience**, having successfully **constructed API using Node.js** and **led cross-functional teams** to deliver high-quality mobile applications.

* Recognized for **delivering high-performance, scalable mobile solutions** that boost user engagement and satisfaction.
* Demonstrated ability to **drive impactful projects**, such as optimizing app performance, reducing latency, and integrating CI/CD pipelines for seamless, automated deployments.
* Skilled in **implementing multi-tenant solutions** and **developing scalable subscription-based apps.**
* Proficient with modern iOS development tools, including **Xcode, Combine, async/await, and VS Code**, ensuring robust, efficient, and maintainable applications.
* Known for **consistently improving performance, scalability, and user engagement across diverse platforms**.

Mobile Application Development | Full App Lifecycle Management | Cross-Functional Collaboration | Feature Design & Integration | CI/CD & Automation | API Creation, Integration & Optimization | User Experience Enhancement | Mentorship & Leadership

TECHNICAL EXPERTISE

**Programming Languages:** Swift, Objective-c, Node.js, Shell script(Basic)

**Frameworks/Libraries:** Mobile Development - iOS, Swift | Architecture & Design Patterns - MVVM, MVVM - C, Navigation | Dependency Injection | Asynchronous Programming - GCD, Operation Queue | Testing - Unit Testing, Integration Testing | Core Development Kits - iOS SDK | Algorithms - Data Structures & Algorithms | Npm module - express

**Tools & Platforms:** Version Control & CI/CD - Git, CI/CD (Bamboo) | Project Management & Collaboration - Jira, Confluence | Design & Prototyping - Figma

**Databases:** Relational Databases - SQLite | NoSQL Databases - Firebase, Realm | Lightweight Storage - userDefaults and Keychain(For Small Data)

KEY HIGHLIGHTS

* Accelerated app performance at Caastle by architecting high-efficiency server-side APIs, **slashing app latency by 20%**, leading to a noticeably smoother user experience and improved load times.
* **Fortified security measures by integrating Recaptcha** at login and implementing advanced Code Obfuscation techniques, significantly **enhancing user security and boosting retention rates** by safeguarding sensitive data.
* Elevated user engagement through the creation of **cutting-edge features like "Dart Go Beyond" and "AI Filter," driving a 30% increase in user interaction** and setting new standards for app engagement and user satisfaction.
* Empowered team growth by **mentoring a team of 5 junior developers** at Caastle, cultivating a high-performance culture and accelerating skill development, contributing to overall team productivity and innovation.

WORK EXPERIENCE

**CaaStle Technology and Services, Delhi Senior Software Engineer (iOS Mobile Apps) | Sep 2021 - Present**

* Led design/implementation of innovative features for iOS applications, enhancing user engagement/functionality.
* Collaborated with cross-functional teams to define/refine project specifications, aligning with business objectives.
* Engineered modular libraries for seamless integration across multiple applications, optimizing development efficiency.
* Administered Bamboo CI plans to automate Unit and Integration Tests, ensuring robust app performance and reliability.
* Established a CI/CD pipeline, streamlining deployment processes through automated and continuous delivery practices.

**Sproxil, Thane iOS Developer | Sep 2019 - Aug 2021**

* Partnered with backend developers to seamlessly integrate RESTful web services into iOS applications.
* Collaborated with product management to convert complex business requirements into high-performance functionalities.
* Resolved critical bugs and enhanced application stability through meticulous testing and user feedback analysis.
* Integrated MLVision API for OCR capabilities within the apps

**CloudGanga Technologies, Mumbai iOS Application Developer | Jul 2017 - Sep 2019**

* Designed/developed a comprehensive mobile application for the stock market from scratch.
* Integrate portfolios, order, Positions and Holding functionality.
* Adopt Autolayout based UI to support responsive design across iPhone/iPad.

EDUCATION

**MCA**  | University of Mumbai | 2017

**ANNEXURE: PROJECTS**

**CaaStle**

**Haverdash:** Developed on CaaStle Mobile Platform, this single codebase, multi-tenant subscription-based lifestyle app caters to US customers. It offers a fully customizable shopping experience, adapting to user preferences. | *Platform:* iOS (Swift)

*Core Features:*

* Visit Catalogue: Browse and explore a wide range of garments.
* Add to Closet: Save preferred garments for future shipments, ensuring a personalized selection.
* Unlimited Exchanges: Enjoy the flexibility to return garments anytime and receive new ones without limits.
* Try-Then-Buy: Experience garments before deciding to purchase, enhancing customer satisfaction.

*Responsibilities:* Oversaw development/maintenance of iOS app. Designed & built project modules (libraries); ensured seamless integration with other apps. Managed Bamboo plans for building testing unit and integration tests for apps.

**Gwynnie Bee***:* A subscription-based fashion rental app designed for US customers for a flexible & engaging shopping experience.

*Platform:* iOS (Swift)

*Core Features:*

* Browse Product Catalog: Discover and explore a diverse range of garments.
* Add to Closet: Save favorite items for convenient future shipments.
* Try-Then-Buy: Purchase garments after trying them, providing a risk-free shopping experience.
* Loyalty Points: Reward users for consistent engagement, boosting customer retention.
* Expedite Favorite Garments: Opt for priority shipping of specific items for a premium fee.
* Write Reviews: Share feedback and rate garments, enhancing community engagement.

**Teacher Style Box:** Developed on the CaaStle Mobile Platform as a multi-tenant, customizable lifestyle app for the third-party tenant “Teacher Style.” It offers a subscription-based shopping experience tailored to educators.|*Platform:* iOS (Swift)

*Core Features:*

* Add to Closet: Curate a personalized selection of garments for future shipments.
* Try-Then-Buy: Try garments before purchasing, ensuring a satisfying shopping experience.
* Dart Integration: Engage users with interactive features, enhancing user experience.
* Product Reviews: Collect user feedback to continuously improve product offerings.

**Sproxil**

**Sproxil Consumer & Provider:** A dual app for consumer and drug company platforms where providers assemble medicine with a secure code and user to verify code using Sproxil Consumer for authenticity of drug. |*Platform:* iOS (Swift)

*Core Features:*

* Provider: Add medicine vials/cartons with a security code.
* Track vials/Carton using the security code.
* Once it gets to Consumer, consumer able to check code and refuse if it’s discarded
* Verify drugs using security code by using their camera or code type.

**CloudGanga Technology**

**Dynami:** A stock market application, for trading in Indian stock market with Watchlist, orders, positions and holding section

*Platform:* iOS (Swift/ Objective -C)

*Core Features:*

* Stock trading: a fingertip action to buy or sell stocks(Equity, derivatives and futures).
* Watchlist: add or remove stocks which the user wants to track.
* Portfolio: Engage users with providing real time values of their holdings and positions.

**MYHPCL:** A utility application to locate nearby HP service centres for their range of products. | Platform: iOS (Swift/ Objective -C)

*Core Features:*

* Find nearby services: allowing users to find services by accessing locations..
* UPI Integration: allows users to pay from the applications to avail services.
* Support other languages: add capability to provide information in English and Hindi.