

# SHUJA UD DIN *Senior iOS Engineer*

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## SUMMARY

Senior iOS Engineer with **10+ years of experience building and scaling high-traffic consumer mobile applications**, including payments-heavy and transaction-critical products. Proven track record of **owning complex user flows end-to-end**, driving architectural improvements, mentoring engineers, and shipping **high-reliability apps used by hundreds of thousands of users**. Strong expertise in **Swift, SwiftUI, UIKit, reactive programming, and modular iOS architectures**, with experience delivering in fast-moving, cross-functional product teams.

## TECHNICAL SKILLS

- **Languages:** Swift, Objective-C (legacy), Kotlin (basic), JavaScript (basic)
- **iOS Frameworks:** SwiftUI, UIKit, Combine, AVFoundation, CoreData, CoreML, Storyboards, Auto Layout
- **Architecture & Patterns:** MVVM, Clean Architecture, SOLID, Modularization, Dependency Injection
- **iOS Expertise:** Debugging, Profiling, Performance Optimization, Memory Management, Threading, iOS Security Best Practices, SDK development
- **Concurrency:** GCD, async/await, structured concurrency
- **Testing:** XCTest, XCUITest, Snapshot/UI Testing
- **Tooling & CI/CD:** Xcode, Git, SPM, GitHub Actions, Fastlane, Jenkins, TestFlight
- **APIs & Integrations:** REST APIs, APNS (Push Notifications), GraphQL, Apple Pay, Firebase, Payment Gateways, In-App Purchases, Subscriptions, Analytics SDKs
- **Quality & Reliability:** Crash reporting, analytics, performance monitoring
- **Backend & Platform:** Backend-Driven Development, API Integration, Basic backend service collaboration
- **Ways of Working:** Agile teams, cross-functional collaboration, mentoring, code reviews

## WORK EXPERIENCE

06/2022 – Present  
Bahrain, Remote

### Senior iOS Developer

Beyon Money - Batelco Group

- Worked on a large consumer iOS application covering onboarding, payments, transfers, cards, wallets, and rewards.
- Built and improved user flows in close coordination with backend, product, and design teams.
- Migrated several screens and features from UIKit to SwiftUI to improve UI consistency and development speed.
- Applied modular Clean Architecture to keep the codebase scalable and easier to maintain.
- Integrated Apple Pay, analytics, crash reporting, and third-party SDKs following iOS best practices.
- Reviewed pull requests, shared feedback, and supported other engineers with technical decisions.
- Released updates regularly through TestFlight and the App Store with strong focus on stability and quality.

### Impact

- App used by **135,000+ active users**
- Platform crossed **\$1B+ in processed transactions**
- Noticeable reduction in production crashes and performance issues

01/2019 – 05/2022

Remote / MENA /

Pakistan

### **Senior iOS Engineer - Embedded Fintech & SDK Teams**

*Virtual Force Inc, Aion Digital Bahrain, Emaar UAE*

- Worked on multiple iOS applications and SDKs for consumer and enterprise products.
- Built reusable iOS SDKs used by banking and enterprise apps across the GCC region.
- Defined public SDK interfaces with clear versioning and backward compatibility.
- Distributed SDKs using Swift Package Manager for predictable integrations.
- Contributed to production iOS apps, handling features from development to release.
- Worked directly with client teams to improve UI, performance, and code structure.
- Set up CI/CD pipelines using Fastlane and GitHub Actions.
- Reviewed code and supported junior engineers during development.

12/2013 – 12/2018

Lahore

### **Other Experiences**

#### **iOS Developer - Media Streaming**

##### **Tv2u International**

*09/2017 – 12/2018 | Lahore*

- Developed live and on-demand streaming applications using **AVFoundation / AVPlayer**.
- Implemented IPTV, EPG, VOD navigation, and subscription-based monetization models. Implemented in apps and subscriptions
- Focused on playback stability, performance, and smooth user experience for large audiences.

#### **iOS & macOS Developer - Devbatch**

*06/2015 – 07/2017 | Lahore*

- Worked on a **production e-commerce iOS application (Kohinoor Fabric Library)**, building catalog browsing, product detail flows, and offline-friendly experiences for a large textile inventory.
- Developed features for a **social media application**, focusing on UI/UX, content feeds, user interactions, and performance optimization.
- Contributed to a **ride-hailing iOS application**, implementing booking flows, real-time updates, and map-based interactions.
- Led a full **UI/UX revamp of Pryvate Messenger**, improving usability.
- **Developed and maintained the macOS application for Pryvate**, working on shared business logic, UI flows, and platform-specific enhancements.
- Participated in **Objective-C to Swift migration**, improving code quality and long-term maintainability.
- Collaborated closely with design and backend teams to deliver stable, user-focused releases.

#### **Junior Game Developer - Game Dynamics**

*12/2013 – 12/2014 | Lahore*

- Built 2D physics-based iOS games with Cocos2D & Box2D, gaining foundation in performance optimisation and UI design.

## **Projects**

- **Beyon Money** - Fintech Super App | App Store Link ↗
- **Hiiker** - GPS Hiking App | App Store Link ↗
- **Votari** - Blockchain based Secure Digital Voting & Elections Platform | App Store Link ↗
- **Block App** - Digital Wellbeing & App-Blocking Platform | App Store Link ↗
- **Going Solo** - Travel Friends ! App Store Link ↗
- **Pryvate** - Chatting, Calling | App Store Link ↗
- **Dubai Mall App** - Retail & Promotions | App Store Link ↗
- **Boubyan Bank** - Banking App | App Store Link ↗
- **KFH (Bahrain) - Banking** - Banking | App Store Link ↗
- **NPFL Live** - Live Sports Streaming & IPTV App App Store Link ↗
- **Kohinoor Fabric Library.** - E-Commerce Fabric purchasing App App Store Link ↗

## EDUCATION

08/2009 – 10/2013  
Lahore

**Bachelor of Science, Computer Engineering**  
*University of Engineering & Technology*

## LANGUAGES

**English**  
Fluent

**Urdu**  
Native