

SAM SOFFES

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A maker with a passion for usability, design, and fine details.
Founder. Software engineer. Open source contributor.

Employment History

Founder (2012–Present) @ [Nothing Magical](#) — San Francisco, CA

Bootstrapping a company to launch iOS and web applications.

VP of Engineering (2012–2013) @ [Seesaw](#) — San Francisco, CA

Employee number one. Lead engineering on [Seesaw](#) and [Everlapse](#) mobile and web products.

Lead iOS Engineer (2011–2012) @ [Synthetic](#) — San Francisco, CA

Working as lead iOS engineer on [Hipstamatic](#), several other new products, and advanced image processing.

Software Engineer (2011) @ [Scribd, Inc.](#) — San Francisco, CA

Worked on team to create [Float](#) iPhone mobile reading application. Worked with recruiting to hire 5 additional iOS engineers.

Freelancer (2010) — Dallas, TX

Worked as a iOS and Ruby on Rails engineer with a focus on creating APIs and writing iOS clients to consume them. Some work at RethinkBooks was featured on [Tech Crunch](#) and [The New York Times](#).

Lead Engineer (2009–2010) @ [Tasteful Works, Inc.](#) — Dallas, TX

Lead development on several client iPhone, iPad, and Ruby on Rails applications. Created store and licensing system in Ruby on Rails to sell Macintosh applications. Released Macintosh application, Stage Time. Worked on internal iPad Google Reader product.

Digerati Polymath (2007–2009) @ [LifeChurch.tv](#) — Edmond, OK

Worked on iPhone Bible application. Worked on team to create and backing web platform now with over 100 million users world wide.

Co-founder (2007–2009) @ [Trimonix](#)

Started company to develop and sell Macintosh software. Created Countdown Maker which returned profit in its first year. Used Cocoa, Quicktime, and Quartz Composer. Created online store to sell software. All Trimonix IP was acquired by Tasteful Works, Inc.

Experience

Products

Designed and developed [Shares](#), an iOS application for tracking stocks. Designed, developed, and sold [Cheddar](#), a web application, API, iOS application, and Mac application for simple task management. Worked with a designer to develop [Roon](#), a web application, API, and iOS application for simple blogging.

Programming

Started working with iOS the day the SDK was released and had an application in the App Store launch day. Released several Objective-C and Ruby open source libraries and contributed to several others. Expertise in Core Graphics, Core Data, networking, creating custom controls, and maintaining web application APIs.