

ALBERTO SOLANO

Senior iOS Engineer

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Based in London, I believe deeply in the purpose behind what I build. From enriching the world by enriching people's minds at Memrise, to delivering special moments at Moonpig — the mission matters. So does being pragmatic about the decisions we make along the way.

WORK EXPERIENCE

MEMRISE

Senior iOS Engineer | February , 2019 - October, 2025 | London, UK

Over seven years, I **collaborated across teams** on **design systems**, **growth experiments**, **cross-platform architecture**, and **AI-driven learning features** to improve the product and user experience.

- Delivered a **complete rebrand in one week**, creating a gallery app and introducing **snapshot testing** to support the new design system.
- Developed a **modular subscription page layout** that enabled rapid **A/B testing** of design, resulting in a **0.3% increase in conversion rate**.
- Improved delivery speed by adopting **Kotlin Multiplatform (KMP)** to unify learning logic across platforms when Android resources were limited.
- Drove a **30% increase in Day-1 retention** through rapid **experimentation**.
- Adopted **SwiftUI** and **SPM**, reducing build times and accelerating UI development.
- Built **AI-assisted workflows**, improving **development speed**.

MOONPIG

Senior iOS Engineer | May , 2017 - January, 2019 | London, UK

Joined the iOS team focused on **clean architecture**, **TDD**, and **automation**, contributing to several **high-impact initiatives** and **optimising workflows** after team downsizing.

- Delivered a **multi-item basket system**, increasing **AOV** and addressing users' **top complaint**.
- Delivered **Reminders**, a **core feature** enhancing **user retention** and **repeat engagement**.
- Built a **fully automated CI/CD pipeline**, reducing **release time** and **manual errors**.
- Introduced a **20-minute UI test suite** and improved integration testing coverage after **QA team restructuring**.

MUSICQUBED

iOS Engineer | January , 2015 - May, 2017 | London, UK

Contributed to the development and evolution of **MTV Trax**, a **music streaming app**, by introducing **A/B testing**, improving the app's **architecture**, and eventually **leading the iOS team**.

- Introduced the **Coordinator Pattern**, modernising the app's navigation architecture.
- Led the delivery of the company's **A/B testing system**, enabling product experimentation.
- Delivered multiple feature releases and improvements.

DROIDERS

iOS Engineer | June , 2012 - April, 2014 | Murcia, Spain

Started **as an intern** and grew into a **full-time iOS engineer**. Built **Enjoystr**, a **real-time messaging app** using the **XMPP protocol**, and improved **Dovespot**, a **social network** application.

- Improved and refactored **Dovespot**, a social networking app.
- Independently developed **Enjoystr**, an instant messaging app using the **XMPP protocol** for real-time communication.
- Defined **custom XMPP extensions** enabling feature-rich communication.

INFORGES

Software Engineer | June, 2011 - May, 2012 | Murcia, Spain

I began **as an intern** researching **ePages**, a **CMS for eCommerce** recently acquired by the company, and was later **hired as the lead developer** for **ePages** projects.

- Supported the eCommerce team by providing ongoing technical guidance and solutions.
- Led the integration between **ePages** and **SAP Business One**.

EDUCATION

MOONPIG, CODURANCE

Software craft program on XP technical practices | January, 2018 - March, 2018 | London, UK

UNIVERSITY OF CASTILLA LA MANCHA, UCLM

Bachelor of Software Engineering | June, 2011 - May, 2025 | Albacete, Spain

- Graduated with Honors for my final dissertation: Development of a Virtual Tourist Guide using Cloud Computing for Mobile Devices.

UNIVERSITY OF MURCIA, UM

Technical Engineering in Computer Engineering | June, 2006 - May, 2011 | Murcia, Spain

SKILLS

Swift	Objective-C	SwiftUI	UIKit	Fastlane	RxSwift	KMP
CI/CD	SPM	MVVM	Coordinator	MCP	AI	StoreKit