



Leader | Innovator | Strategist

## CONTACT

+1 310.467.4010

michael.lee.1983@icloud.com

stixlee.com

linkedin.com/in/stix-lee/

## EDUCATION

### BACHELOR OF SCIENCE

United States Military Academy  
West Point, New York  
Dean's List

### MASTER OF FINE ARTS

Writers Bootcamp  
Santa Monica, California

## EXPERTISE

- ✓ Mobile Leadership
- ✓ Mobile Strategy
- ✓ Mobile Innovation
- ✓ iOS Apps & Ecosystems
- ✓ MVVM+
- ✓ Web 3 for Mobile
- ✓ Decentralized Identity
- ✓ Swift/SwiftUI
- ✓ Reactive Design
- ✓ Product Management

# Michael "Stix" Lee

## PROFILE

Stix brings long and extensive engineering and leadership experience to mobile systems and iOS app development. Whether creating and delivering great mobile apps, defining and differentiating game-changing mobile products and ecosystems, or simply delivering on complex features, this technical leader specializes in the *delivery* of world-class iOS apps.

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*"It's not about individual apps. It's about creating a thriving mobile ecosystem"* — Stix

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## QUALIFICATIONS

### Proven Technology Leader

Over 20 years broad technology leadership experience — from defining product and technical vision for multiple iOS applications, to leading individual creative and engineering teams in the delivery of innovative mobile products.

### 15+ Years iOS Experience

Stix has been developing iOS apps for over 15 years. He is a recognized thought leader in iOS and an expert in mobile architectures, mobile ecosystems, and design patterns, and specializes in team leadership, reactive design and advanced language features in Swift & SwiftUI.

### Principal Mobile Architect & Mobile Thought Leader

Expert in iOS solutions (Swift), reactive designs (SwiftUI) and creator of the MVVM+ architecture (<https://bit.ly/3S8LF5S>). 10+ years experience leading multi-platform (iOS and Android) mobile teams in the delivery of mobile applications and ecosystems - with well over a dozen past and current Apps deployed to the App Store and Play Store (over 20 million Monthly Active Users).

### Mobile Strategist & Product Innovator

Strategist and product innovator specializing in product-market fit and rapid monetization across the entire mobile space, including: iOS ecosystems, mobile architectures, full stack Cloud solutions; shared interest networks; anonymous, self-selective demographics (for privacy-enhanced digital advertising); mobile maturity matrix; and a one-page mobile strategy tool for developing and sustaining mobile strategies across an organization.

### Expert on Swift & SwiftUI

Over 9 years experience with Swift (all versions, from Swift 1.2 to current Swift 5.9 - with exclusive focus on Swift development since 2014) and 4+ years experience in SwiftUI (all versions, from SwiftUI v1 to current SwiftUI v5).

### Thought Leader - Web 3 Solutions for Mobile

Direct hands-on experience applying the entire Web 3 stack to mobile applications, including: Crypto Wallets (single owner & multi-sig); Wallet Connect; Digital Assets (crypto & NFTs); Smart Contracts; approval and signing; decentralized, and self-managed credentials (SSI).

### Outstanding Communication Skills

Published author with proven ability to translate abstract business needs into detailed technical requirements and then communicate product vision and technical direction to customers, partners, executive management and engineering staff.

- ✓ Leadership
- ✓ iOS Architectures
- ✓ Swift / SwiftUI
- ✓ Combine
- ✓ MVVM / MVVM+
- ✓ RESTful APIs
- ✓ Reactive UX
- ✓ Real-time Location Tracking
- ✓ Design Patterns
- ✓ Mobile Ecosystems
- ✓ Universal Deeplinking
- ✓ SPM / Cocoa Pods
- ✓ Offline Sync
- ✓ Objective-C
- ✓ Crashlytics
- ✓ Push Notifications
- ✓ App Analytics
- ✓ Git & CI/CD
- ✓ Machine Learning/Core ML
- ✓ Content Creation
- ✓ Agile Development
- ✓ Product Management
- ✓ In-app Purchases
- ✓ App Submissions
- ✓ Apple HMI
- ✓ Crypto Wallets
- ✓ Identity Wallets
- ✓ NFTs
- ✓ Crypto Signing
- ✓ Polygon
- ✓ Ethereum

\* Identifies Expert

## RECENT EXPERIENCE

### Principal Mobile Architect

*Blockchains, Inc. (2023 - Present)*

Primary solution executive for Blockchains' flagship Web 3 mobile platform. Responsible for mobile solutions (iOS & Android) and product-market fit for: identity, wallet, recovery, and Web 3 discovery. Integration with public blockchains, Know Your Customer (KYC) platforms, Wallet Connect, and other Blockchain mobile apps.

### Solution Architect & Head of Mobile

*Enverus (2019 - 2023)*

Led a cross-functional mobile team of 20+ engineers (iOS, Android, and Backend), QA test engineers, and Product Managers. Responsible for the overall solution of three mobile applications (*Intelligence*, *Rigs*, and *S2P*) within a common mobile ecosystem. Principal iOS Engineer (Swift/SwiftUI) on all three mobile platforms.

### iOS/tvOS Specialist / Principal Engineer

*Freelance (2017 - 2019)*

iOS / tvOS Specialist responsible for the architecture and delivery of critical new features and innovative platforms for multiple clients, with over 2+ million monthly active users (including McDonalds and Spectrum Cable). Key solutions included: DRM, Global Ecosystems, streaming analytics, GDPR, networking & operations, dynamic UX, and app localization.

### iOS Team Lead

*Vixlet (2015 - 2017)*

Solution lead for eight Mobile Apps with over 1+ million (aggregate) monthly active users. Head of iOS development (Swift) for innovative, next generation social platforms for Major League Baseball (MLB Fans); L.A. Kings; Liverpool Football Club (LFC Xtra); Men's Tennis (ATP); Slipknot Outside the Nine (OT9), and others.

### Co-Founder & CTO

*Simplexity (2014 - 2015)*

Co-Founder, CTO and Product Director for an innovative iOS application that integrated organic, anonymous location tracking with mined social media location data to identify the hottest venues near a users location. One of the first pure-Swift applications deployed to the App Store (October, 2014).

### Vice President & Industry Executive

*CSC (2004 - 2013)*

Executive leader of CSC's Aerospace & Defense business unit for managed application services. Managed a \$100 million annual P&L with 30% or better operating margins and 10% year-over-year growth. Responsible for mobile and enterprise application development and led a global delivery team of 1,000+ engineers, architects, subject matter experts and other specialists.

### Co-Founder & Managing Partner

*Kuvera (1998 - 2003)*

Responsible for building organizational capabilities, developing innovative service offerings, and led service delivery for critical clients.