

**Todd Heasley**  
toddheasley@me.com

## Work

### **Contract iOS Developer, Pyrezo**

*Oct 2022-May 2023*

Developed Capture, a new SwiftUI app that guides homeowners in the WUI through a computer-vision capture of a home or other structure for wildfire risk assessment, using any iPhone or iPad.

### **Mobile Director, Hodinkee**

*Nov 2021-Dec 2022*

Led a remote, cross-functional team that built and launched a new native shopping experience for Hodinkee on both Android and iOS.

### **Software Engineer, Big Cartel**

*Jun 2019-Aug 2021*

Replatformed Big Cartel on GraphQL. Led GraphQL interface design and wrote the Swift SDK. Shipped the 6th major version of Big Cartel iOS.

### **Software Developer, Dark Sky Weather**

*May 2017-Dec 2018*

Redesigned and rewrote my favorite weather app with a Tufte-inspired infographic design that showed "the shape of the weather at a glance" and included a composable weather icon system designed by the Iconfactory.

### **iOS Developer, Big Cartel**

*Oct 2013-Apr 2017*

Launched the Big Cartel iOS app as an in-person checkout/point of sale that piloted the Stripe SDK. Developed the next 3 major versions of the app, growing it quickly to fully support all Big Cartel admin and order fulfillment capabilities.

### **Senior Software Developer, Urban Outfitters**

*May 2008-Sep 2013*

Developed a Mac-native, iTunes-based music streaming platform that Urban Outfitters used in stores and online from 2010.

Launched the UO iPhone app, a fully native shopping and checkout experience with music streaming and background audio.

### **Web Developer, Free Library**

*Jun 2007-May 2008*

Started Free Library Podcasts.

### **Web Editor, AOL**

*Feb 2002-Mar 2007*

## College

### **BA Integrative Arts, Penn State**

*Jun 1996-Dec 2000*

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Code samples and open source projects available at [github.com/toddheasley](https://github.com/toddheasley).

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