

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

Code samples and open source projects available at github.com/toddheasley.

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