

EXPERIENCE

SIMPLE LIFE

AI Weight Loss Coach

Senior iOS Developer, Innovations Team

August 2025 — April 2026

Owner of the Social feature

- Delivered complete implementation of feed, user profiles, comments, and reactions.
- Designed and rolled out a "Social" experiment together with a senior analyst.
- Delivered Social Notification Center: proposed the API for the backend, designed the total experience in Figma, and implemented screens and analytics.

TABBY

Largest BNPL provider in the Middle East

Senior iOS Developer, Customer Lifecycle Team

July 2024 — May 2025

- Owner of Auth, Profile, and Onboarding modules. Refactored Profile to backend driven UI.
- Shipped App Banners feature that increased total sales by several percent.
- Delivered Referral Program feature. Handled deep linking using AppsFlyer and implemented UI.
- Conducted code reviews for team members.
- Implemented numerous new screens and services. Increased test coverage by writing unit and snapshot tests.
- Managed releases, coordinating teams to meet release schedules, managing regression builds with QA, and ensuring app stability post-release.

TABBY

Largest BNPL provider in the Middle East

Senior iOS Developer, Post-Purchase Experience Team

July 2022 — July 2024

- Implemented secure authentication via password, biometry, and PIN code. Worked with Keychain and data encryption.
- Established best practices and designed APIs for working with money: parsing, formatting, and decoding. This ensured correct currency formatting on different locales throughout the app.
- Developed Text component for Design System that supported pixel-perfect rendering in Auto Layout and SwiftUI, with English and Arabic localization.
- Implemented Notification Center feature and push notification handling throughout the app.
- Implemented APIs for convenient work with custom Typography (fonts, attributed strings). Wrote API documentation and delivered presentations to the team.
- Delivered Sign In/Sign Up, and Onboarding redesign.
- Performed code and API reviews across teams.
- Improved app stability by resolving multiple crashes.

PURE

Dating app

Senior iOS Developer

February 2021 — February 2022

I worked on refactoring legacy code to meet new business requirements and implementing a complete app redesign.

- Refactored and redesigned "Write Post" and "Profile" features to CLEAN architecture. Implemented custom UICollectionViewLayout with drag-and-drop functionality for attached photos.
- Wrote complex UI components, such as an infinite messages carousel that updated its content in real-time and had scroll-based animations.
- Implemented Dark Mode support throughout the app.

GOTOVO KITCHEN

Food delivery

Senior iOS Developer

March 2020 — February 2021

Hired to develop two apps from scratch: a customer app for food delivery and a chat app for the support team.

- Architected two iOS applications from scratch.
- Built Support App with chat functionality and real-time delivery monitoring using Firestore.
- Implemented real-time menu (Firestore/Sockets), shopping cart, and checkout (Apple Pay and Debit Cards).
- Built Map feature with street geocoding, precise polygon/overlay drawing, and Uber-like pin functionality.
- Handled App Store publishing and ensured app stability after every release.

MEDITATIONS & SLEEP

Health App

iOS Developer

April 2019 — October 2019

Hired to build an audio streaming app from scratch to release on the App Store.

- Built an audio player using AVFoundation with features such as streaming, caching, fine-tuned scrubbing, and lock screen widget support.
- Worked with StoreKit to implement subscriptions and OpenSSL for validating receipts on-device. Later built receipt validation on the server.
- Implemented Onboarding, Audio Player, and Menu screen with custom animations and transitions.
- Built CI/CD workflow. Added A/B tests and analytics throughout the app.

OVERHEAR

Social Network

iOS Developer

February 2017 — March 2019

- Achieved 60 FPS scrolling on Feed screen. I made a switch from Auto Layout to manual frame layout. Using Instruments profiled graphics rendering and fixed bottlenecks.
- Built a system for caching and reusing layout calculations on cell dequeuing.
- Profiled and fixed memory leaks.
- Added Coordinator pattern and an architecture based on small, reusable view controllers. This significantly improved readability and helped delivering features faster.
- Mentored a junior iOS developer and led the development of new features.
- Managed all releases to App Store.

ROCKETBANK

Bank

Junior iOS Developer

September 2015 — February 2017

Hired as an intern at 16 years old, I contributed to the app redesign.

- Implemented custom UICollectionViewLayout inspired by the skeuomorphic Wallet app. This feature was foundational for the redesign and was used on every screen.
- Built interactive charts with CoreGraphics to display real-time stock prices.
- Implemented chat functionality using Sockets.
- Wrote a lot of custom UI interactions: interactive keyframe animations, custom TabBar, and ViewController transitions.
- Delivered multiple new screens and services.

PORTFOLIO & PET PROJECTS

★ **Dating App Needs Playfulness**

April 2026

Case Study

An exploration of a playful chat interface in a dating app.

Camera App

June 2023

A custom performant camera with live frame processing using Core Image, Metal, and ideas from functional programming.

Raycasting Game Engine

April 2023

I followed a series of tutorials building a game from scratch in pure Swift.

SKILLS

Swift, UIKit / SwiftUI, Objective-C — Tuist, CI/CD — TCA, UDF, MVVM, VIPER — Multithreading, Swift Concurrency, GCD — Instruments (Time Profiler, VM Tracker, Allocations), XCTest, Snapshot Testing — Core Animation, Core Graphics, Metal, SceneKit — CoreImage, AVFoundation, CoreLocation, MapKit — Keychain, CryptoKit, Notifications — CoreData, Realm — Combine, RxSwift — Vision, CoreML — Sockets, REST, API Design — StoreKit, RevenueCat, Adapty

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