

Mashood Murtaza

Mobile Software Engineer - iOS

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Software Engineer with **5+ years** in mobile development, focused on **iOS** expertise and early career experience in **Android** and backend development (**C#, Azure, SSMS**). Expert in **Swift** with a proven track record of improving app performance. Passionate about continuous learning and technical growth, currently expanding cross-platform skills with **Flutter**.

SKILLS

Mobile Development

- **iOS:** Swift (Expert), SwiftUI, UIKit, Core Data, XCTest
- **Cross-Platform:** Flutter, Android (Java/Kotlin)
- **Architecture Patterns:** Clean Architecture (VIP), MVVM, MVC
- **UI/UX:** Interface Builder, Auto Layout, Responsive Design

Development Practices & Tools

- **Version Control & CI/CD:** Git, GitHub Actions, Fastlane
- **Testing:** Unit Testing, UI Testing
- **Performance Tools:** Instruments, Debugging
- **Project Management:** Agile/Scrum, Code Review

Backend & Cloud

- **Server-Side:** Node.js, C#
- **Cloud Services:** AWS, Microsoft Azure
- **Databases:** MySQL, SQL Server Management Studio (SSMS)
- **API Development:** RESTful APIs, Alamofire

Design & Prototyping

- **Design Tools:** Figma, Adobe XD
- **UI Frameworks:** SwiftUI, Flutter
- **Third-Party Integration:** Firebase, Google Maps, One Signal, MoEngage

Key Strengths

- Mobile Architecture & Performance Optimization
- Cross-Platform Development
- CI/CD Implementation
- **Modular** Code Design

WORK EXPERIENCE

Dubizzle Group

Senior Software Engineer

2022 – Present

- Implemented a reporting feature capable of generating **50,000+ reports**, significantly improving data analysis efficiency and overall user satisfaction.
- Developed and integrated a complex feature using **SwiftUI**, enhancing app functionality and user experience.
- Achieved a **99.6% crash-free** user experience by optimizing application performance and resolving memory leak issues, significantly enhancing app stability and user satisfaction.
- Contributed to a team that redesigned the feature's architecture, leading to improved performance and reduced maintenance time.
- Mentored a junior developer, fostering faster onboarding and increasing team productivity.
- Actively contributed to developing **modules** and features, enhancing overall application functionality.
- Implemented **Unit Tests** using Apple's **XCTest**, promoting early bug detection and reducing post-release defects.
- Utilized Grand Central Dispatch (**GCD**) to optimize multi-threading, resulting in a more fluid user experience and reducing **load times**.
- Utilized **terminal** commands, **Fork**, and **GitHub** for source control, processed **100+ pull requests**, and conducted code reviews.
- Implemented **modularization** with Cocoa Pods, reducing codebase complexity by **30%** and improving

build times.

- Managed the successful submission of **3 applications** to the Apple App Store, adhering to **Apple's guidelines** and facilitating a streamlined approval process.

PieCyfer

2020 – 2022

Senior Software Engineer

- Optimized app performance using **XCode's Instruments tool**, reducing memory usage and eliminating **memory leaks**.
- Analyzed and validated client requirements, wireframes, and designs for technical feasibility, ensuring seamless project alignment.
- Implemented **dark and light themes** using protocols, enhancing user experience and accessibility while improving visual appeal.
- Achieved **99% crash-free** users by identifying and resolving memory leak issues, optimizing app performance, and ensuring a stable and reliable user experience across all devices.
- Collaborated with the scrum team to translate client requirements into user stories, streamlining sprint planning and execution.
- Handled app submissions to the App Store Connect, achieving a smooth approval process.

SamarSol

2017 – 2020

Lead Engineer

- Served as the founding developer for a tech startup, single-handedly developing iOS, Android, and backend solutions, resulting in a **100% increase** in product offerings within **12 months**.
- Architected and implemented a robust backend infrastructure using **C# APIs and Azure** cloud services, including **Web Services, SQL Server DB, SendGrid, Twilio, and Blob Storage**, reducing operational costs.
- Designed and optimized SQL database schema using **SSMS**, hosted on **Azure SQL Server DB**, improving query performance and supporting a user base growth of **2,000+** within the first year.
- Developed **40+ RESTful APIs** using **ASP.NET Web APIs** with **Entity Framework**, enabling seamless data exchange and reducing API response times.
- Created an **Android** business app using **Java**, integrating **NFC** technology for a **loyalty points system**, enhancing customer retention.
- Implemented a **flavor-based/variant** architecture for the **Android** and **iOS** consumer app, facilitating easy customization and accelerating feature development.
- Designed and implemented a cart-based ordering system across both **Android** and **iOS** platforms, increasing average order value.
- Successfully navigated the app publication process for both Google Play Store and Apple App Store, achieving a combined total of **3,000+** downloads.

PROJECTS

OLX, Bayut, Zameen, Lamudi Apps

UAE, Pakistan

Dubizzle Group

- **Skills/Tools:** Swift, SwiftUI, UIKit, Core Data, **Modular** Architecture, **VIP, MVVM**, CocoaPods, Swift Package Manager, Firebase, **Feature Flag, A/B Test**, App Store Connect
- Achieved **99.6% crash-free** user experience.
- Optimized app **performance** using **Xcode Instruments**.
- Implemented **dark and light** mode **themes**.

ONLINEdoc & Karwa Taxi Apps

UK, Qatar

PieCyfer

- **Skills/Tools:** Swift, UIKit, **MVC**, CocoaPods, Xcode Instruments, RESTful APIs, App Store Connect
- Optimized app **performance** using **Xcode Instruments**.
- Performed memory optimization and leak detection.

Perkss & Perkss Business Apps

UK

SamarSol

- **Skills/Tools:** Swift, UIKit, MVC, Java, **NFC**, **Azure Cloud Services**, Web Services, SQL Server DB, SendGrid, Twilio, Blob Storage, App Store Connect, Google Developer Console
- Implemented **NFC**-based **loyalty points** system.
- Designed and implemented a **cart-based ordering** system.

EDUCATION

Lahore Leads University

2013 - 2017

BS Software Engineering