

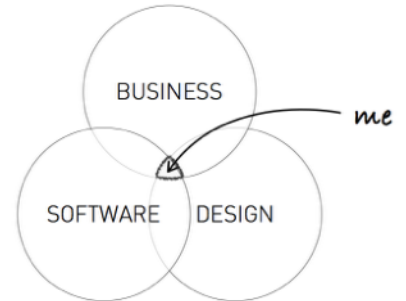
# RICHARD DAS

[github.com/richarddas](https://github.com/richarddas)  
[linkedin.com/in/richarddas](https://linkedin.com/in/richarddas)  
[stackoverflow.com/users/346098](https://stackoverflow.com/users/346098)

## SENIOR iOS SOFTWARE ENGINEER & PRODUCT DESIGNER

+ SWIFT / APPLE FRAMEWORKS	+ PRODUCT DESIGN	+ AGILE / BDD (GWT, et al.)	+ EXPERIENCE DESIGN (UX)
+ UIKIT / AUTO-LAYOUT	+ ISSUE TRACKING (JIRA, et al.)	+ DATA MODELING (NoSQL, Graph)	+ RESTful API (SWAGGER, JSON, et al.)
+ OBJECTIVE-C 2.0 / COCOA	+ SKETCH / KEYNOTE	+ GIT (incl. GITFLOW)	+ APPLICATION ARCHITECTURE

With over **15 years experience in software development**, I help companies design and execute their **mobile product vision**, from initial concept to launch. My practical knowledge of software architecture & my passion for product design enables me to both lead teams effectively, and deliver independently. My strong track record of **shipping products** guides my KPI-focused approach. I specialise in **low technical debt solutions** for some of the **world's most recognised brands**.



### HIGHLIGHTED PROJECTS



#### Warner Music UK

[2016]

Design and development of a **B2B Enterprise App** solution for internal use, to improve workflow. Initial consultancy leading on to design and development. Solution comprised a **JQuery** web portal, and **two native Swift 3 iOS apps** enabling the Business to transact with Managers and Artists. MVP delivered to narrow schedule and budget utilising **Google Firebase** (PaaS).



#### TravelSupermarket.com

[2015-2016]

Brought on board in partnership with the Delivery Lead, to establish and grow a Mobile App Team for **MoneySupermarket Group** (MONY), and deliver their **first mobile app**. Lead a team of 20 including Business Analysts, UI/UX Design, Developers and QA/Testers, which were managed using Agile & BDD. Responsibilities included **Product Ownership, Design and QA sign-off, Technical Lead** for the developers, hands-on **Swift 3 development, API design** and planning, in addition to working with the business on guiding **Product Strategy**.



#### Givenchy (Net-A-Porter)

[2014]

Working with **Net-A-Porter**, I was dedicated to **Givenchy**, the Haute Couture, Paris-based fashion house. I developed their 'm-commerce' App suite (Men's Fashion, Women's Fashion) for **iPhone & iPad**. This involved a **ground up re-architecture of the codebase**, along with an update to the design that remained faithful to the original, while bringing an attention to detail deserving of the brand.



Over the course of several months I gathered requirements, assessed feasibility and lead **product design, UX, UI design and prototyping**, through to **development** and App Store submission; Implemented 3rd party CMS option delivering content to the app. Served as **primary technical contact** for Givenchy, including travel to Paris to meet directly with the CEO.



#### SwimBritain (British Gas)

[2014]

**iPhone & Android** swim tracking **health and fitness app** for swimmers of all ages. I lead product design and development from initial concept through **wireframes, data modeling, API design, UX, design** and **iOS development** including sourcing and managing a team of 5 developers (2x iOS, 2x Android, 1x PHP). Responsibilities included client facing meetings, scrum master, mentoring, design reviews, pair programming in addition to development. Implemented **CoreData, AFNetworking, Auto Layout, Core Animation, iOS7 Dynamic Text**.



#### Mercedes-Benz

[2013]

Suite of 5 unique iPad apps developed for Mercedes-Benz UK, available via both App Store and Enterprise deployment. Each app comprises several interactive components, utilizing a broad spectrum of features in **Cocoa** and **UIKit** from **CoreLocation** and **MapKit** to **custom View Controllers, CoreAnimation** and **Storyboard**. Legacy codebase utilizes **manual retain/release**, I led the adoption of **ARC** and numerous performance improvements. Apps utilize offline caching for updated resources via JSON using **AFNetworking**. The client is now moving towards a consolidated codebase for their applications which I helped design from the ground up.

### RECOMMENDATIONS

"Richard was a great Tech Lead on the TravelSupermarket project. He managed the engineering team excellently. He gave us guidelines, but also space to come up with the best solutions. He helped resolve technical roadblocks and added to discussions. I would gladly work with him again."

- Claudio Carnino (Senior iOS Engineer, TravelSupermarket.com)

"Richard's broad experience means he is extremely knowledgeable - and not only in the iOS domain. He is equally comfortable in discussing back-end solutions, discussing UX flows and reviewing UI designs (with an incredible eye for detail) - which really made the difference in terms of quality and team work."

- Rogier Beeftink (Director and co-founder, Tiramisu)

# RICHARD DAS

[github.com/richarddas](https://github.com/richarddas)  
[linkedin.com/in/richarddas](https://www.linkedin.com/in/richarddas)  
[stackoverflow.com/users/346098](https://stackoverflow.com/users/346098)

## SENIOR iOS SOFTWARE ENGINEER & PRODUCT DESIGNER

### OTHER APPS (alphabetical)



#### AudioSplitter

(2015)

**Social music startup**, based around sharing playlists of **YouTube and Soundcloud streaming** content. Assisted client in identifying key performance indicators. **Designed and developed an MVP** of their iPhone app, along with several subsequent **point releases**, and a road-map for versions moving forward, pending their service achieving their targets and securing further funding.



#### BBC

(2015)

Developed prototype game show app, to integrate with live broadcast (details under NDA). Responsible for taking a high level brief through wireframe, UI design and development. Produced **functional prototype for iPhone**, distributed to key stakeholders via **TestFlight**. Implemented **SpriteKit** animations, **sound effects** and custom animations using **CoreAnimation**.



#### Busuu

(2014)

Busuu is a language learning platform boasting over **40M users globally**. Brought on board to rewrite iOS codebase, manage technical debt. Worked with **CoreData**, integrating with **legacy JSON APIs**, mentored junior developers, participated in **sprint planning**. Implemented **Auto Layout** and iOS7 support, added **iPad support**, providing the client with a robust platform for ongoing development.



#### DayRate

(2014-current)

DayRate lets you see how much you're earning at any time, with just a glance. Includes **Notification Center** widget, to see a progress bar that shows you your current rate, that doubles as a way to see how many working hours remain.



#### Disney — Meet the Cars

(2013)

Interactive gallery of characters from **Disney Pixar's Cars 2** for iPhone & iPad; Uses **Storyboard**, **MediaPlayer**, and **AudioToolbox** frameworks. (Spec)



#### the greedy book

(2011)

Barcode scanner app to help users to manage online wish lists, find and share products and good deals. This app integrates with API developed by the client, held an **average rating of 5 stars in the App Store** despite limited adoption. Implemented **ZBar**, **SBJSON**, **ASIHTTPRequest** and utilizes **manual retain/release count for memory management** (pre-ARC).



#### Lovetune

(2012-current)

Universal (iPhone/iPad) app that posts your currently playing song to Twitter & Facebook. Integrates with affiliate network web platform for revenue generation; Utilizes **Storyboard**, **CoreData/iCloud** (for syncing history), **CoreLocation** & **Social Frameworks**.



#### Sky

(2014)

Suite of **B2B iPad apps** for use in live installations. Updated codebase and created modular framework for taking photos of customers in front of a green screen and compositing them into a selection of different backgrounds.



#### Supper. (Sparkloop)

(2014)

Enterprise app managing logistics for high-end, exclusive Restaurants, including Restaurant order management and delivery driver dispatch. Implemented **CoreData**, **AFNetworking**, **Auto Layout** interfacing a RESTful API service.



#### Vodafone

(2014)

Suite of **B2B iPad apps** for use in live installations. Responsible for taking high level brief through **wireframe**, **UI design and development** consistent with **brand guidelines**. App was designed for use by floor assistants to gather info from Customers, take a picture of them, and upload them to enter the Customer into a draw, where they would be notified via Facebook. **Objective-C**, **UIKit**



#### NDA

Frequently I am engaged to work on projects where the client would prefer to be discreet about bringing in contract expertise. A recent project I worked on held the **Number 1 Top Free App for both iPad and iPhone in the US App Store for 2 weeks, with over 2 million active users and over 16 million gameplays**. I was responsible for adapting the app to run on iPad initially, and contributed to the responsive layout for iPad and 4"/3.5" iPhone screens, as well as various aspects of the UI & CoreAnimation.

### APPLE MUSIC & STREAMING SERVICES



#### Another Girl - Single

Zero  
Genre: Alternative  
Released: August 2015



#### Unplugged EP

Mnemonic  
Genre: Alternative  
Released: January 2003

# RICHARD DAS

[github.com/richarddas](https://github.com/richarddas)  
[linkedin.com/in/richarddas](https://www.linkedin.com/in/richarddas)  
[stackoverflow.com/users/346098](https://stackoverflow.com/users/346098)

## SENIOR iOS SOFTWARE ENGINEER & PRODUCT DESIGNER

### EXPERIENCE

---

2016 - current



#### **Cleverbit — Co-Founder**

Consultancy which provides clients with high-quality software delivery expertise for any funded goal. Recent clients include **Warner Music UK, Meltwater, TravelSupermarket, Electric Theatre Collective** and more.

"Build the App your customers want." — [cleverbit.io](https://cleverbit.io)

2006 - current



#### **RNA Productions Ltd. — Director**

Software Development & Technology Partner services for a number of high profile clients, including **Microsoft, Google (DoubleClick/TangoZebra), DigitasHealth, Razorfish, AKQA, Virgin Media, WAVV Rapp Collins, Publicis, LBi, Iris Digital, Digital Annexe, Hyper, The Picture Production Company, The British Museum, Wunderman, DRAFT/FCB, Arts Alliance Media, Brothers & Sisters, Rehab Studios, Big Fish Audio, Vir2 Instruments** and more.

2011- 2012

#### **2Fold20Play — Senior Technical Advisor**

2Fold20 Play is a young **startup** building the next generation of connected, casual, social games for web and mobile. Provided product design, technical and development expertise for 'Enjoy! Karaoke' interactive audio-based **Facebook** social game, managed a team of 3 developers.

2011 - 2012

#### **Virgin Media — Senior Lead Developer, Interactive TV**

Developed a custom application framework for interactive TV apps for embedded systems (TiVo). Custom build configurations for a growing list of clients.

2010

#### **Microsoft — Senior Lead Developer**

Managed team of **off-shore developers**, and coordinated with 3rd-party vendors to deliver MSN branded games microsite for global markets (EMEA) for **Pepsi Co**. Prototyped and architected software framework, & provided mentorship to development team. Microsite consisted of a hub application that allowed visitors to access 5 mini-games, and progress through them in arcade or career mode.

2004 - 2006

#### **SEGA Europe Ltd. — Developer**

Developed RIA front-end for custom Java based CMS. Focused on delivering dynamic content based on Editorial Team requests, including animation, online games and and video streaming.

2003 - 2004

#### **Antenna Audio — Developer, Mobile Devices**

Lead Programmer - Developed interactive content for mobile wireless devices (including interface design, architecture and content). UI design and rapid prototyping. On-site deployment, installation, configuration, testing. Client-facing role. Clients included **Tate Modern, Royal Institute, Motorola and Intel**.

2000 - 2001

#### **XS New Media — Developer**

Skills: Flash (AS1, AS2.0), X/HTML, CSS, Graphic Design, Sound Design

1996 - 1997

#### **PriceWaterhouseCoopers (Singapore)**

Tech Support - hardware auditing, diagnostics and repair of hardware/software, expansion planning, developing and documentation and software development.

### EDUCATION

---

2001 - 2002

#### **MSc Information Technology & Music** City University (London, UK)

Thesis: Development of Perceptual Audio Codec evaluation software for STMicroelectronics (Singapore).

Subjects: Programming, Principles of Sound, Acoustics, Synthesis Techniques.

1998 - 2000

#### **BA(Hons) Recording Arts** Middlesex University (London, UK)/SAE (Sydney, Australia)

Thesis: "New Methods For Recording, Production and Distribution of Music as Software on the Internet."

2:1 (Upper Second) with Honours

Subjects: Business & Legal Studies, Advanced Industry Applications, Industry Perspectives and Issues, Cultural Perspectives, Digital audio production, Compression technologies, Multimedia design/development.

1992 - 1994

#### **Diploma of Audio Engineering** SAE Technology College (Singapore)