

# AJAY ODEDARA

## Senior Software Engineer - iOS

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### PROFESSIONAL SUMMARY

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Senior iOS Engineer with 11 years of experience building Swift and SwiftUI applications (iOS/macOS/iPadOS) across e-commerce, hospitality, health and fitness, and productivity sectors. Proven track record delivering scalable, high-performance features for millions of users, leading complex technical migrations, and maintaining 99%+ crash-free stability in production. Strong end-to-end ownership mindset covering architecture, implementation, CI/CD, App Store release, and post-launch monitoring. Experienced with StoreKit in-app purchases, CloudKit data sync, and accessibility best practices. Collaborative team player who thrives working cross-functionally with Product, Design, Backend, and QA in Agile environments. Published 10+ independent iOS and watchOS apps to the App Store.

### CORE SKILLS

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**Core:** Swift, SwiftUI, UIKit, Combine, Swift Concurrency (async/await), Objective-C

**Architecture & Patterns:** MVVM-C, MVVM, MVC, Clean Architecture, Protocol-Oriented Programming, Dependency Injection, Reactive Patterns, State-Driven UI, Security & UI/UX principles

**Frameworks & APIs:** XCode, SPM, CocoaPods, WidgetKit, watchOS, ARKit, CloudKit, StoreKit (IAP & Subscriptions), HealthKit, PhotoKit, CoreLocation, MapKit, Push Notifications (APNs, Firebase), Deep Linking, WebSockets, GraphQL & REST Apis, Core Data, Realm, BLE, IoT

**Payment & Monetisation:** Adyen, Stripe, Apple Pay, StoreKit subscriptions, in-app purchases, receipt validation

**Testing & Quality:** XCTest (Unit & Integration), XCUITest (UI Automation), TDD, Instruments (profiling, memory leaks), Test Automation

**CI/CD & Release:** Fastlane, Fastlane Match, GitHub Actions, Bitrise, TestFlight, App Store Connect, feature flags, bi-weekly release cadence

**Analytics & Monitoring:** Google Analytics 4 (GA4), Firebase Analytics, Bloomreach, Branch.io, Crashlytics, Sentry

**Design & Collaboration:** Figma, Zeplin, Accessibility (VoiceOver, Dynamic Type, WCAG), Git, GitHub, Bitbucket, Jira, Agile/Scrum, Code Review, Pair Programming, Mentoring

### PROFESSIONAL EXPERIENCE

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#### Senior iOS Engineer

END. Clothing - London, UK | February 2021 – Present

- **Engineered Adyen payment gateway integration** for high-traffic raffle launches and e-commerce checkout, supporting secure, scalable transactions at peak demand periods.
- **Drove redesign of Customer Account Management** in collaboration with Design, building new components within our centralised SwiftUI design system and simplifying navigation across Orders, Preferences, and Account sections, reducing customer service inquiries and improving retention.
- **Self-initiated and led migration of the legacy Objective-C networking layer** (a standalone module) to a modular Swift implementation using Swift Concurrency (async/await), structured into 12 clear milestones across 6 months, reducing technical debt and improving developer velocity.
- **Owned iOS release infrastructure** using Fastlane Match and GitHub Actions CI/CD pipelines - automated unit and UI test suites gate every build, eliminating certificate issues and reducing release setup time by ~40%.
- Implemented deep linking for push notification campaigns and marketing URL routing, improving re-engagement flow across the full customer journey.

- Ensured accessibility compliance across key user journeys - VoiceOver support, Dynamic Type scaling, and WCAG-aligned contrast ratios - broadening reach and meeting platform standards.
- **Profiled and optimised app performance using Instruments** - resolved memory leaks, reduced main thread blocking, and contributed to maintaining a 99%+ crash-free session rate across all releases through proactive crash analytics monitoring (Crashlytics, Sentry) and systematic performance optimisation.
- Integrated GA4 and Bloomreach analytics platforms, improving event tracking reliability and purchase funnel visibility for product and data teams.
- Mentored engineers through code reviews and pair programming; contributed to and helped raise team-wide engineering standards and processes.
- Collaborated cross-functionally with Product, Design, QA, Data, and Backend teams to align on feature scope, delivery timelines, and technical trade-offs.

## iOS Developer

Enclaver Labs - London, UK | June 2019 – January 2021

- Designed and developed core iOS features for an application with 150,000+ active users, contributing to steady month-over-month engagement growth.
- Shipped user-facing features across 6+ production applications, informed by analytics data and user feedback with rapid iteration cycles.
- **Integrated StoreKit subscriptions and in-app purchase flows** across 5+ apps - including server-side receipt validation and subscription state management - enabling reliable monetisation at scale.
- **Implemented CloudKit integration** for seamless iCloud-backed data sync across user devices, improving data persistence and cross-device continuity.
- Built RESTful API integrations and JSON parsing using Codable across multiple production apps, handling complex data models and error states gracefully.
- Collaborated with designers using Figma and Zeplin for pixel-accurate UI implementation, ensuring design fidelity across all screen sizes and iOS versions.
- Wrote and maintained unit, integration, and UI tests (XCTest/XCUIUnit) as a consistent definition of done - enabling confident, frequent releases.

## Augmented Reality - iOS Developer: Part-Time, Remote

Fitsmind - Oslo, Norway | February 2018 – August 2018

- Built ARKit-powered mobile experiences combining real-time outdoor activity tracking with gamification, increasing user session duration through immersive location-based interactions.
- Collaborated cross-timezone with a multidisciplinary startup team (professionals from Google, private equity, elite sports) contributing iOS technical expertise to product development.

## Senior / Lead iOS Developer

Acme Universe i-Tech - Gujarat, India | December 2014 – January 2019

- **Built and launched 10+ iOS applications end-to-end** - from requirements gathering through App Store release and post-launch support - across e-commerce, productivity, and hospitality domains.
- Contributed to Monsierge (North America) hospitality CMS platform for 2 years, supporting deployment to major hotel brands (Holiday Inn, Novotel and many more) and maintaining shared platform features.
- **Mentored a team of 5 junior and mid-level engineers through code reviews**, pair programming, and technical coaching - improving team velocity and code quality.
- Managed 3–5 concurrent client and internal projects simultaneously, consistently meeting delivery timelines through effective prioritisation.
- Implemented localisation and internationalisation (l10n/i18n) across hospitality client apps, supporting international hotel guests across multiple regions.
- Monitored App Store reviews and user feedback to inform product iterations and prioritise bug fixes - maintaining high ratings across client apps.
- Architected secure payment integration workflows, analytics tracking systems, and native macOS companion applications across multiple product verticals.

## PERSONAL PROJECTS & PUBLICATIONS

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Published 10+ independent iOS and watchOS applications to the App Store, exploring platform APIs including WidgetKit, watchOS complications, CloudKit, StoreKit subscriptions, ARKit, and SwiftUI. Each project involved full end-to-end ownership: architecture, UI/UX design, unit testing, CI setup, and App Store release - reflecting a consistent drive to learn and ship beyond the day job.

Portfolio: <https://ajodedra16.wixsite.com/portfolio>

## EDUCATION

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### **Master of Computer Applications (MCA)**

*Gujarat, India | August 2012 – May 2016*

Specialisation: Mobile Development (iOS, Android), ERP, Networking, Software Development

### **Bachelor of Computer Applications (BCA)**

*Gujarat, India | April 2009 – April 2012*

Foundation: Programming (C#, C, Java), Web Development (HTML, PHP), Linux Systems