

# Alexander Edge

[alex@alexedge.co.uk](mailto:alex@alexedge.co.uk)

[www.alexedge.co.uk](http://www.alexedge.co.uk)

I am an experienced mobile apps consultant, specialising in iPhone, iPad, Apple Watch, and Apple TV. I started writing apps in 2009 and have helped clients prototype, build, launch, and maintain their products on the App Store since 2012.

## **ustwo Studios, iOS Developer (Contract) – April 2019**

Joined a small team to re-build an existing health app prototype for a new design direction. I devised a strategy for three developers to work on the same codebase with minimal conflict, which resulted in the final product being finished ahead of schedule.

## **Guardian News & Media, iOS Developer (Contract) – Jan 2019-March 2019**

Worked with the apps team at Guardian News and Media on their award-winning Guardian and Guardian Digital Edition apps. Activities undertaken during my tenure include:

- Adding self-sizing elements to UICollectionView
- Fixing long-standing crashes
- Improving WKWebView loading performance on older devices
- Building UI prototypes
- Peer code reviews
- Pair programming

## **New Look, Lead iOS Developer (Contract) – Jan 2018-Nov 2018**

Worked with the New Look organisation to build and lead an Agile development team.

- Devised a strategy for tackling technical debt whilst delivering new features
- Reduced total LOC (30,000) and multiple external dependencies
- Improved App Store rating from one star to over four stars
- Conducted regular code reviews

## **ustwo Studios, iOS Developer (Contract) – May 2017-Nov 2017**

Member of a four-person iOS team developing an app for a British car manufacturer.

Responsibilities include requirements gathering, estimation, development, testing, and peer review. The project used Agile/Scrum methodology in combination with behaviour-driven development (BDD).

## **Postsnap, iOS Developer (Contract) – 2015-Present**

Worked on an existing iOS app for creating customised greeting cards, postcards, announcement cards, and invitations.

- Identified and debugged data loss issues caused by concurrent Core Data use
- Followed a divide-and-conquer approach to refactoring a large codebase
- Compiled a UX report, the findings of which were the foundations of a re-design
- Implemented Apple Pay for guest checkout
- Built a modular text editor supporting multiple fonts, colours, and text styles which is used in two other company apps

## **European Sports, iOS Developer (Personal Project) – 2016-2017**

Reverse-engineered Eurosport Player iOS app to build tvOS version, in Swift, for personal use.

- Used SSL proxy to intercept API traffic
- Created a dynamic framework containing Core Data model and API handling using NSURLSession
- Built a tvOS app around the framework allowing live streaming and on-demand video content

## **Curator, iOS Developer (Contract) – 2014-2015**

Worked on an iOS app for collecting, organising and presenting images, websites and text. Curator was featured in the App Store and is installed on point-of-sale iPhones throughout stores in the UK.

- Used UITraitCollection API to add adaptive layouts for portrait and landscape on iPad that paved the way for a launch on iPhone
- Added interactive and non-interactive transitions between grids
- Designed and developed a Core Data sync API using Parse

## **Peeps, Co-founder – 2014-2018**

Worked with a designer to launch a messaging app based around sending 10-second video clips between groups of users. Clips are played back in chronological order

- Used adaptive layout API for the iPhone 6 and 6 Plus, employing UICollectionView
- Designed a custom SMS-based system for verifying users based on Twilio REST API
- Implemented high-compression H.264 / MPEG-4 AAC video recording using AVFoundation
- Wrote server-side business logic in Javascript for Parse (now Parse-server running on Heroku)
- Added custom view controller animations using UIViewControllerAnimatedTransitioning API
- Added iOS 10 notification extension for viewing video messages on 

## **Languages & Technologies**

Swift, Objective-C, Xcode, iOS, tvOS, watchOS, UIKit, WatchKit, CoreLocation, AVFoundation, Core Data, SceneKit, HealthKit, XCTest, Javascript, Ruby, Git, continuous integration (Jenkins)

## **Education**

- University of Bristol, UK — Master of Electronic & Communications Engineering, 2004–2008