



Daniel Hall

iOS Software Engineer

Lead Engineer on multiple large-scale and top-charting mobile apps. Passionate about making great products, writing excellently crafted code, and constantly learning new skills and technologies

daniels_mail@me.com 818 • 209 • 8839 <http://www.linkedin.com/in/danielhall>

Technical Skills:

OOP / OOD

7 years

iOS: Obj-C

5 years

iOS: Swift

1 year



Software / Tools:

Objective-C • Swift • C • Xcode • AppCode • Core Data • iOS Instruments and profiling
• LLDB • CocoaPods • XCTest • KIF • OCMock • Calabash • Git / Github • SVN

Recent Experience:

Senior iOS Engineer
AETNA / ITRIAGE
Dec, 2014 - Present

Responsible for architecting and implementing features from the ground up for a new user-focused application as well as researching and prototyping new tools and technology.

Lead iOS Engineer
DOUBLE ENCORE
Jan, 2014 - Dec, 2014

Lead Engineer on the official iOS app for a major 3-letter sports league with millions of users and featured multiple times by Apple. Led a flexible team of 2 - 8 engineers, introduced and implemented automated testing, mentored junior devs, and personally coded a number of key features of the app.

Lead Developer
CIE GAMES
Dec, 2011 - Jan, 2014

Responsible for architecting and programming core frameworks, features and functionality for 2 top-grossing iOS games. Developed a proprietary isometric engine, custom OpenX framework and rapid prototypes for high performance mini-games. Led iOS debugging, code review, best practices and architecture.

Senior Developer
CIE GAMES
Nov, 2010 - Dec, 2011

Created a number of core systems and tools for a top-ten Facebook game that has had 40+ million users. Was responsible for architecting and implementing large-scale new features and high-profile integrations with Toyota, State Farm and more.

Director Client Services
PANACHE
July, 2008 - Nov, 2010

Lead architect and developer for most custom software projects undertaken for major entertainment clients: Fox, Fox News, CBS, NBC, PBS, MTV, MSNBC, and others. Built video players, custom ad formats, ad delivery and tracking plugins, etc.

Other Skills / Interests:

• Marketing, playing & writing music, hiking, cooking, blogging, 3D modeling and rendering

Education:

• Attended UC Berkeley, majored in Mechanical Engineering and English Literature (did not complete degree)