Contact

New York, NY
(212) 518-1004 · j@jeffhod.net

Jeff Hodsdon, iOS Engineer

iOS product engineer with over 10+ years of experience putting consumer focused ideas into the App Store. Specializing in high quality product design and prototyping.

Links

jeffhod.net   [Instagram (14.9k followers)](Instagram)

LinkedIn

Experience

iOS Engineer at Peloton, New York City

January 2023 — Present

- Increased install and update rates by **reducing binary size by 9%**
- Implemented server driven home feed UI
- Led bottom tab bar navigation rewrite
- Led initiative for supporting **iOS 15** and educated product teams on new iOS capabilities

iOS Camera Consultant at amo.co, Paris

2023

- Led the creation unique camera styled aesthetics for the Capture app
- Implemented aesthetics using **Core Image, AVFoundation,** and **Media** frameworks
- Implemented export flow from CaptureOne photo manipulation data to **Core Image**
- Prototyped sound manipulation of the main menu button using **AVFoundation** and **Media** frameworks

Principal iOS Mobile Strategy Consultant at Ticker, New York City

2019 — December 2022

- Approached by partners at Lightspeed Ventures to turn verbal idea into fully launched iOS product.
- Executed full product build life cycle via prototyping and design iterations.
- Leveraging the native iOS stack and core frameworks built an app with a small footprint and efficient network performance. Core technologies included **UIKit, CoreAnimation, HTTP3, gRPC, Alamofire, and Native Charts.**

Principal iOS Engineer and Team Lead at Namecheap

2016 — 2019

- Hired to rebuild the main Namecheap iOS app using modern and native architectures.
- Completed a build out of a consumer focused product to millions of customers.
- Reported directly to the chief of product to streamline a product driven development life cycle.
- Managed the corresponding Android build out to ensure continuity between mobile platforms.
- Reduced the steps to purchasing a domain into one tap via **Apple Pay**.
- Core technologies included **UIKit, Alamofire, NodeJS, AutoLayout, XCTests, Instruments and MessagePack.**

iOS Art & Fashion at The Moments

2016

- Combining a passion for fashion, art, and iOS technology —engineered a camera to create moving imagery.
- Taking intimate portraits from street to high fashion clients such as Christian Dior, Calvin Klein, Oscar de la Renta, and Naomi Campbell.
- Core technologies included **UIKit, Objective-C, CoreAnimation, AVFoundation, Instruments, Hardware, and Camera.**
- VICE: Meet the Artist Taking Street Photography to New Heights

Technical Co-Founder at Milk

2012 — 2013

- Along with found members of Digg — launched an mobile incubator building the iOS app 'Oink'.
- Acquired by Google.
- Core technologies included **UIKit, Alamofire, Python, XCTests, Thrift, Networking, Build tools.**
- Launch announcement ($1.5M seed)
- TechCrunch: Milk Completes $1.5 Million Angel Round, Packed with Valley Names

Principal API Platforms Engineer at Digg

2008 — 2012

- Joined Digg during the beginning of web 2.0
- Promoted to lead rebuilding the public API
- Was on the working group of **OAuth**.
- Partnered with Facebook to build **Facebook Connect** for launch at f8.

Clients	**Lightspeed Ventures · True Ventures · Amo · Peloton · Gary Vaynerchuk · Namecheap · DIOR · Naomi Campbell · Calvin Klein · Oscar de la Renta · NARS · Cartier · MATCHESFASHION · Stuart Weitzman · Levi's**

Skills

Swift	**Core Image**
AVFoundation	**Core Animation**
Objective-C	**UIKit**
RxSwift	**AutoLayout**
gRPC	**XCTest**