

Joshua Safran

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SUMMARY

iOS engineer with ten years of experience specializing in the seam between mobile software and physical hardware. Has shipped Bluetooth-connected consumer products since 2011 — heart rate monitors at Peloton, a BLE thermometer with a large retail user base at iDevices, and a Bluetooth communication library for experiential installations — alongside building Peloton's first iOS app. Comfortable working across firmware, backend, and app boundaries, mentoring engineers, and owning features end to end from concept through release and maintenance. Returning to full-time engineering after several years running a small business; currently building daily in Swift and SwiftUI.

TECHNICAL SKILLS

Hardware & Connectivity: Core Bluetooth / BLE, hardware-software integration, heart rate monitor integration, sensor data handling, serial communication, BLE prototyping tooling, firmware team collaboration

iOS & Mobile: Swift, SwiftUI, UIKit, Objective-C, Core Data, Core Image, Core Animation, StoreKit / in-app purchases, Keychain, XCTest, Xcode Instruments, App Store release workflow

Architecture & Practice: MVVM, MVC, TDD, unit and integration testing, code review, pull-request workflow, Git / GitHub, Jenkins, Docker, feature flags, Scrum, Kanban, mentoring

Backend & Web: Node.js, TypeScript, JavaScript, Python, SQL, MySQL, Redis, REST APIs, JSON, AWS, Datadog, FFmpeg, live video streaming

Operations: On-call rotation, incident triage and escalation, incident lead, rollbacks, production monitoring, technical post-mortems

Additional: C#, C++, Unity, AI-assisted development, UX/UI design, 2D illustration and animation

PROFESSIONAL EXPERIENCE

Small Business Owner & Independent Developer — Geneva, NY

Owner / Freelance Developer & Designer | 2021 – Present

- Operate and maintain a pinball arcade and novelty shop, handling day-to-day operations, equipment upkeep, and customer experience.
- Build independent iOS projects in Swift and SwiftUI, including a camera and photo-booth application with a full Git branch and pull-request history, using AI pair programming daily for implementation, code review, and architecture exploration.
- Design and sell book cover illustration and artwork on a freelance basis.

GameChanger (Dick's Sporting Goods) — New York, NY

Senior iOS Engineer (promoted from iOS Engineer) | February 2018 – August 2021

- Implemented live video streaming, the company's first, launched as a top-priority initiative during COVID when families could not attend youth sports in person.
- Led iOS engineering for parent company Dick's Sporting Goods during COVID: delivered curbside pickup under an urgent deadline and migrated the retail app's primary navigation from a hamburger menu to a modern tab bar.
- Owned feature delivery full-stack — TypeScript API endpoints and SQL data access through to user-facing iOS — shipping calendar, equipment inventory checklist, and deep linking features, and migrating legacy Objective-C to Swift.
- Served on the cross-company on-call rotation for the #1 youth sports app, covering 24-hour shifts twice monthly and monitoring Datadog and AWS through peak weekend load of 100,000–200,000 concurrent sessions; triaged production incidents via rollbacks and targeted server restarts, acted as incident lead coordinating live escalation calls, and authored technical post-mortems.
- Mentored and guided junior engineers as a lead engineer on an eight-person cross-functional team (five engineers plus manager, design, and QA), and supported hiring through phone screens, on-site interviews, and pair-programming assessments.
- Built runtime debug tooling in a company hackathon that let engineers and QA exercise hard-to-reach states and toggle feature flags from a running build.
- Contributed Android features and code review, worked on the internal staff tooling site, and wrote tests across every system touched.

Independent Contractor — Philadelphia, PA & Brooklyn, NY

Developer & Designer | June 2015 – February 2018

- Vibes: solo-built an augmented-reality iOS game played while walking the Philadelphia Museum of Art, with a server backend and Bluetooth proximity features driven by in-room sensors; won first place at the PMA Hackathon against 100+ competing teams.
- Exhibit Growth: built a photo booth iOS app for Umpqua Bank with a custom camera UI and stylized Core Image (CIFilter) effects.
- Story/Time: wrote a Bluetooth-to-OpenFrameworks communication library for experiential advertising firm FakeLove.
- Shipped independent games in Unity; eight first-place game jam finishes.

Peloton — New York, NY

Lead iOS Developer | November 2013 – June 2015

- Joined as one of the company's first eight employees and its first and only iOS engineer; hired to bring the web purchasing experience to iPad, then pitched and prototyped the streaming app that became a core branch of Peloton's product focus.
- Built the company's first iOS and iPad app from the ground up; grew to 15,000+ active users and a 5-star App Store rating, and was selected by Apple for front-page App Store features.
- Integrated Bluetooth heart rate monitors so tablet users could get the biometric experience that bike owners had from dedicated hardware; partnered with the backend team to design the iOS-serving data endpoints.
- Worked directly with the CEO, CTO, and design lead to shape product direction; pitched and shipped user profiles that merged with profiles from Peloton's bike hardware, then in-app purchasing — the app's first monetization and a new revenue stream for the business — using a mixed renewing and non-renewing model with a Keychain-backed free trial.
- Engineered a thumbnail grid over a library that grew past 3,000 videos, using background loading of adjacent cells plus preloading and caching schemes to keep browsing smooth across hundreds of items and network calls — central to the premium feel of the product.
- Instrumented user behavior and flow analytics when mobile analytics was still an emerging practice, and compiled actionable reports used across a company that grew to 100–200 employees to assess feature health and justify new investment, including the in-app purchase initiative.
- Built and maintained the retail sales app, expanding it from a single show-floor terminal to 15+ retail locations: multiple shopping and checkout flows, sales reporting, credit card reader integration, and user profile lookup for subscriptions and discounts. Also built an Apple Store-style kiosk display app for showroom floors and implemented serial-cable hardware communication for an experimental in-studio tablet.
- Hired and trained the team's second iOS engineer; owned internal software distribution and the relationship with Apple.

Stray Boots — New York, NY

App Developer | January 2013 – November 2013

- Built features for a cross-platform, client/server augmented-reality scavenger hunt app played on city streets, engineering for reliability under spotty and intermittent network conditions.
- Owned multiple release cycles and their in-house and external beta testing rounds; implemented the analytics suite.

iDevices — Hartford, CT

Lead App Developer | September 2011 – November 2012

- iGrill: owned the app for a Bluetooth-connected consumer thermometer with a large retail user base — took over an unstable contractor-built codebase, stabilized it, and shipped social and geolocation features; App Store rating rose from 2 to 4 stars.
- iNotebook (Targus): shipped a hardware-integrated note-taking app with a two-person team using Bluetooth, Core Data, OpenGL, and custom UIKit; presented at CES 2013.
- Built internal BLE prototyping tools so hardware and software could be developed in parallel rather than in sequence; grew app development from a solo function to a four-person team, owning hiring, and established Scrum practices.

EDUCATION

Rensselaer Polytechnic Institute — Troy, NY

B.S. Computer Science and B.S. Games & Simulation Arts and Sciences, 2011 | RPI Medalist Scholarship

SELECTED AWARDS

- First Place, Philadelphia Museum of Art Hackathon (2017) — augmented-reality game, 100+ competing teams. Eight first-place finishes across game jam competitions including Philadelphia Game Mechanics.
- First Place, RPI GameJam (2010); two-time award winner, RPI GameFest (2010, 2011). Second Place, Best Traditional Card Game, BoardGameGeek (2017). Three design awards for book cover illustration.