

Apoorva Reed

Senior/Staff/Principal iOS Software Engineer • Solution Architect

Senior Software Engineer @ T-Mobile (operating at Staff/Principal scope)

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PROFESSIONAL SUMMARY

Staff-level iOS engineer with 10+ years' experience building enterprise-scale mobile platforms and leading cross-functional teams. Expert in **Swift, SwiftUI, Objective-C, and modular architectures**, with a proven track record of modernizing legacy systems, delivering cost savings, and scaling consumer apps used by millions. Experienced in **Agile/SAFe delivery, DevOps pipelines, and App Store lifecycle**. Recognized for **technical leadership, mentoring, and vendor management** across distributed teams.

EXPERIENCE

T-Mobile (New Jersey)

Senior Engineer, Software (acting at Principal/ Staff Scope)

Jan 2022 - Present

- Led engineering for flagship iOS platform (Native Selling Experience), powering 70%+ of in-store upgrades, handling **7,500+ peak transactions/hour**.
- **Architected modular MVVM platform** (CocoaPods + Swift Package Manager), integrating legacy Obj-C with Swift, hybrid SwiftUI/UIKit, and Combine.
- Collaborated with Principal PMs and Domain Architects to create HLSD/LLD and technical roadmaps, which product teams converted into user stories for execution.
- Integrated iOS apps with REST and GraphQL endpoints to power dynamic retail upgrade and trade-in flows.
- Directed 5 cross-functional teams (iOS, web, backend, vendors) across global locations, delivering critical upgrade, trade-in, and promotions flows adopted by millions of customers.
- Delivered **\$7M+ annual savings** by consolidating trade-in web apps into iOS platform; drove **\$3M+/month savings** by migrating authentication from Okta → Microsoft MSAL.
- Coordinated rollout with **Ops & Infrastructure**, ensuring production stability for millions of users.
- Pioneered **AI-driven developer productivity tools** (Teams-integrated code review bot, store-routing optimization).
- Mentored junior/mid-level engineers; drove adoption of **best practices in CI/CD (Jenkins, GitHub Actions)** and Agile ceremonies.
- Championed code quality by leading bi-weekly review sessions with 5 team leads, aligning codebases with organization-wide best practices.

ProKarma (T-mobile as Contractor) - NJ

Senior iOS Engineer / Team Lead

Sept 2020 - Dec 2021

- **Launched NSE app** to replace legacy web platforms; designed modular structure (cart, catalog, trade-in, promotions).
- Built **rPivot module**, supporting Sprint → T-Mobile migration for 2.4M+ customers.
- Led offshore/onshore vendor iOS teams, ensuring delivery aligned to company-wide standards, API contracts, and project KPIs.

- Delivered MVP upgrade flows in Swift with MVVM architecture, modularized via custom pods, and integrated 3rd-party SDKs (**Firestore**, **DocuSign**, etc.) to accelerate delivery.

Bytemark, a Siemens Company, NYC

Senior iOS Developer

August 2019 – Aug 2020

- Delivered fare collection apps for **20+ U.S. transit agencies** (NY Waterway, Capital Metro, King County Metro).
- Built ticketing SDKs, integrated Apple Pay & biometric authentication, and migrated legacy codebases from Objective-C → Swift (MVC → MVVM).
- Integrated iOS apps in Swift with backend services, utilizing 3rd-party libraries such as **Alamofire** and **SwiftyJSON**.
- Released **8 apps to App Store** (e.g. [Flamingo Fares](#), [NY Waterway](#), [Transit Go](#)), enabling millions of commuters to purchase and validate fares digitally.
- Enhanced QA automation pipelines, ensuring faster release cycles.

Synchronoss Technologies - Bridgewater, NJ

Mobile Application Developer

June 2018 – Aug 2018

- Built consumer apps for AT&T, T-Mobile, and TracFone enabling **cross-device content transfers** (iOS ↔ Android) with **MVC** architecture.
- Enhanced performance with UIKit/Core frameworks and integrated Wi-Fi transfer, animations, and authentication.

Synechron Technologies - Pune, India.

Associate Software Engineer

Dec 2013-Jun 2017

- Delivered iOS apps for **Wells Fargo** and other global banking clients.
- Built iOS apps in Objective-C and later integrated 3rd-party SDKs for backend communication.
- Led **2 projects (25 engineers)** and converted **8 PoCs into 6 revenue-generating client projects**.
- Built scalable apps using iOS + J2EE stack; contributed automation frameworks in Selenium/Appium to improve QA efficiency.

Personal/ Academic Projects

NJIT (NJ Transit), NJ, USA.

iOS developer

Jan 2019 - May 2019

- Built dockless bike-sharing iOS app with **MapKit + Core Location** and **AWS RDS backend** for data management.
- Delivered full-stack features (Swift frontend + PHP APIs) to support restricted parking zones, theft detection, and bike availability.

UPS, Mahwah, NJ - NJIT. (Capstone Project)

Mobile application developer

Sept 2018 - Dec 2018

- Developed ARKit + CoreML troubleshooting app for server/circuit diagnostics; delivered native iOS and Xamarin versions to compare efficiency.

- Developed and launched [SPIN Spire](#) iOS + watchOS app fully in **SwiftUI** with **Combine framework**.
- One of the first **SwiftUI** iOS + watchOS apps on App Store; built with MVVM + Combine, CoreML personalization, and Firebase backend.

EDUCATION

M. S. (Computer Science) – New Jersey Institute of Technology, NJ, USA – May 2019

B. Tech. (Computer Science) – C.S.V.T.U., India – May 2013

TECHNICAL SKILLS

iOS & Mobile	Swift, SwiftUI, Objective-C, UIKit, Combine, CocoaPods, SPM, Core Data, Push Notifications.
App Lifecycle	App Store submissions, analytics (Firebase, Dynatrace), crash reporting, CI/CD pipelines (Jenkins, GitHub Actions).
Agile & DevOps	Scrum, SAFe, JIRA, Git, Jenkins.
Architecture	Modular design, SDK development, system design reviews, API contracts.
Ecosystem	Firebase, Core Data, Apple Pay, Biometric Auth, Push Notifications
Leadership	Multi-team delivery, mentoring, cost-optimization initiatives, AI-driven developer productivity