

Mobile architect and engineering leader with 15+ years building consumer mobile platforms, modernizing legacy systems, and guiding distributed teams across travel, media, payments, hardware, and commerce. Strong track record in iOS architecture, API design, Clean Architecture/MVVM, performance improvement, team practices, and cross-functional delivery for large enterprise products.

CORE SKILLS

Mobile Architecture iOS, Swift, Objective-C, React Native, Android collaboration	Engineering Practices Clean Architecture, MVVM, TDD, code reviews, CI-minded quality
Backend & Cloud PHP, Python, MySQL, AWS, API contracts, scalable services	Leadership Team building, project planning, stakeholder alignment, Agile/Scrum, Jira

PROFESSIONAL EXPERIENCE

Virgin Voyages | iOS Architect2024-Present

Cruise line focused on distinctive digital guest experiences, dining, entertainment, and onboard services.

- Designed scalable iOS architecture using MVVM and Clean Architecture patterns to support high-performance guest experiences.
- Partnered with product, design, and backend teams on itinerary management, dining reservations, entertainment, and traveler engagement features.
- Maintained security and data-protection standards across iOS applications aligned with customer privacy and regulated travel experiences.

Dentsu / Merkle | Mobile Architect, Enterprise Rent-A-Car2022-2024

- Architected a frictionless mobile rental flow that lets customers rent vehicles without waiting in line or speaking with an agent.
- Collaborated with API teams to shape mobile-ready endpoints while accounting for legacy platform constraints.
- Set delivery expectations with product partners, negotiated timelines, and improved planning clarity across feature teams.
- Raised engineering quality through code reviews, unit testing expectations, group training, and practical team working agreements.

Publicis Sapient | Mobile Architect, Spirit Airlines2019-2022

- Architected mobile applications and API integrations around legacy airline booking systems.
- Redesigned API contracts to reduce payload complexity and improve mobile app performance.
- Refactored low-quality legacy code while delivering new features, contributing to app-rating improvement from roughly 1 star to nearly 5 stars across iOS and Android.
- Created scalable technical solutions that helped product teams ship new booking and travel features on top of legacy systems.

Ernst & Young | Enterprise Architect, Royal Caribbean Cruise Lines2018-2019

- Architected augmented-reality experiences deployed onboard ships to differentiate the guest experience.
- Designed onboard asset storage that reduced application size and improved download performance.
- Integrated Unity as an embedded game engine inside the iOS application and supported multiple AR-based experiences.

Univision / Fusion Media Group | Mobile Applications Lead2016-2018

Hispanic media company operating Univision.com, Gizmodo, Gawker, and related digital properties.

- Led 6 offshore Android and iOS developers across multiple mobile products.
- Implemented mobile analytics with business stakeholders to strengthen data-driven product decisions.
- Partnered with advertising stakeholders to optimize placements and launch new monetization initiatives.
- Built reusable components and frameworks for content types shared across three mobile apps and React Native surfaces.

EARLIER EXPERIENCE

Powa / Smart Business Technology | Senior iOS Developer2014-2016

- Drafted SDK specifications for T25 printer, barcode scanner, and Powapin card reader integrations.
- Implemented iOS SDKs while coordinating consistency with Android and Windows SDK implementations.
- Built demo applications used by sales teams at conferences and as sample implementations for vendors.
- Integrated third-party card readers and worked with international contractors on mobile-to-firmware communication protocols.

Felt | Senior iOS Developer2013-2014

Mobile app for sending physical handwritten greeting cards; featured on Shark Tank.

- Streamlined PHP web services to support business growth and greater traffic scale.
- Recovered outsourced code assets, stabilized mobile applications, and migrated server infrastructure to AWS.
- Helped prioritize features through cost-benefit analysis and implemented promotional, social sharing, and bulk-ordering features that supported revenue growth and healthier margins.

Covernova | Senior iOS Developer / Full-Stack Developer2011-2013

- Translated client business needs into technical requirements, estimates, and implementation plans.
- Built supporting web services plus front-end mobile and web applications for small-business clients.
- Vetted technical candidates and contributed to hiring decisions as the business grew.
- Delivered customer loyalty and mobile products for Churromania, Tecniciencia, Audiria, and other Latin American companies.

Stem Innovation | Junior iOS Developer2008-2011

- Developed proof-of-concept home automation apps used in fundraising materials.
- Architected communication protocols between hardware accessories, mobile apps, and cloud infrastructure.
- Worked with design teams to simplify device setup flows for IP camera and smart alarm clock products.

EDUCATION

University of Phoenix	BS in Software Engineering, Mobile Applications
Florida International University	Associate's in Computer Science