

Geoff Pado

(636) 744-5254 geoff@pado.name

I'm a passionate mobile developer with over 15 years of experience building for Apple platforms. I lead teams of all sizes and skill levels to create and maintain high-quality, user-centric apps.

Indie App Developer @ Cocoatype June 2024 – Present

- Launched Barc iOS app with subscription pricing and SwiftData integration, achieving thousands of monthly active users.
- Implemented App Intents framework support across app portfolio to enable Apple Intelligence integration.
- Migrated existing app to subscription model and maintained five App Store applications.
- Used analytics (TelemetryDeck, App Store Connect) and user feedback to guide product decisions.

Software Engineer III @ Chewy May 2022 – June 2024

- Led cross-platform design system team, working directly with design partners to deliver standard components to iOS and Android feature teams.
- Mentored junior developers and senior Android developers cross-training to iOS via regular 1-on-1s.
- Introduced the entire iOS development team to modern app architecture concepts such as modularization, dependency injection, etc.
- Created and deployed tools that helped developers identify untested code, leading to a 20% overall increase in code coverage.

Software Engineer III @ Rover June 2018 – April 2022

- Formed and led several “tiger teams” focused on short-term, high-priority, high-impact projects, including coordinating resources with cross-team management.
- Restructured mobile release process, drastically cutting time to release and establishing a stable release cadence.
- Defined and built design system components, creating a consistent experience for both developers and users.
- Cut iOS test run times from almost two hours to just under 30 minutes.

Senior Software Engineer @ L4 Digital March 2015 – June 2018

- Served as technical lead for a particularly large project which spanned ten months and five developers.
- Led the iOS platform team, responsible for keeping other developers updated on current projects, teaching new techniques, and guiding discussion iOS industry news.
- Drafted L4's first coding standards for Swift and maintained them through major changes to the language.

Director of App Development @ Newsy May 2011 – May 2014

- Lead developer on Newsy apps for iPhone, iPad, and Windows.
- Managed vendors who built apps for 7 other mobile and OTT platforms; defined the API used by all apps.
- Worked closely with newsroom staff, resulting in the creation of two in-house apps that improved the efficiency (and happiness!) of writers and anchors.

Skills

- Comfortable presenting technical content to developer audiences, with experience leading iOS meetups and giving talks on mobile development subjects.
- Expert in both Swift and Objective-C. Comfortable with frameworks and design paradigms for all Apple platforms (including macOS and visionOS).
- Experienced with backend server deployment, including Docker.
- Fluent in other programming languages including Ruby, Clojure, TypeScript, and Kotlin.
- Familiar with cross-platform development in React Native or Kotlin Multiplatform.