

# DEVANSHU DEV CHAUDHARY

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## PROFESSIONAL WORK EXPERIENCE

### SYNTHIA

Gurgaon, India

#### Founder

April 2023 - Present

- Obtained over 1000 downloads over a period of 6 months using just ASO.
- Maintained a conversion rate for paid subscribers at 28% over a period of 1 month.
- Developed own private gateway API using Vapor framework in Docker on Oracle VM to curb theft of private API Keys.

### UNITED FRAY/MOBILE LEAGUES

Delaware, USA (Remote)

#### iOS Developer (Freelance)

January 2023 - Present

- Simplified the game reservation process thereby increasing the number of users across all their apps by 300% across all apps
- Grew the mau's by 53% over a period of 9 months.
- Achieved a conversion rate of 48% over this period.
- Improved app's code syntax in MVC pattern, reducing compile time by 25%, successfully deployed app in December 2023.

### RECOSIA

London (Remote)

#### Lead iOS Developer/Devops (Part - Time)

March 2023 - June 2023

- Redeveloped 90% of the Recosia social media substantially improving code syntax and overall performance of the app.
- Managed a team of 3 developers who were responsible for development of Chat & Map features which were delivered in a month.
- Changed the backend storage to use AWS S3 bucket from Firebase Storage resulting in reduction of database read/writes.
- Introduced new Fastlane Continuous Integration/Continuous Deployment tool to automate the process of deployment.
- Released a new beta version of the app which boosted the number of users by 200%.

### SPLOOT

Gurgaon, India

#### iOS Developer (Full - Time)

July 2022 - Nov 2022

- Rebuilt Sploot migrated from UIKit to SwiftUI and MVVM architecture resulting in significant performance gains along with migration to a new backend (NESTJs) to support scalability, security and clean code architecture.
- Experimented A/B tests using Firebase and Remote Config to test out product changes and new features
- 99.3% crashfree users with the help of Crashlytics and Symbolized Crash Reports for bug fixing
- Mixed Feed & Polls gave users more ways to express themselves on the feed increasing the time users spent on the app by 50%.
- Built a real time chat feature for the community using Firestore Real Time Database to hold up real time chat updates as a cheaper and low maintenance alternative to webhooks, reducing drop off in users who had to exit the app to communicate with each other.
- Deployed Dog walking features using Razorpay payment gateway replacing manual scheduling and increasing retention by 30%.
- Grew mau's by more than 200%. and 30 day retention rate from 10% to 16%.

#### iOS Developer (Intern)

Feb 2022 - June 2022

- Worked on new Onboarding screens which reduced user dropoff and increased overall user signups by 50%.
- User behavior analysis via Mixpanel & Amplitude greatly helped in figuring out features used most often.

## EDUCATION

### PANJAB UNIVERSITY

Chandigarh, India

#### Master of Computer Applications

July 2019 - May 2022

### CHANDIGARH UNIVERSITY

Punjab, India

#### Bachelor of Computer Applications

July 2016 - May 2019

## SKILLS

**Services:** iOS Development, Data Structures, MacOS Development, Testing, Deployment, Product.

**Frameworks/Techniques/Design Patterns:** UIKit, SwiftUI, Firebase, Combine, Async/Await, RazorPay, PushNotifications, SpriteKit, StoreKit, DeviceCheck, CoreData, Network, Vision, UserNotifications, MapKit, UIViewRepresentable, JSON/HTML/XML Parsing, JSONDecoder, JSONSerialization, Composition, OOPS, Codable, ARC, Functional Programming, Type annotation/inference, RazorPay, Kingfisher, SDWebImage, Lottie, EventKit, Vapor, AlamoFire, SwiftyJSON, AVFoundation, AVKit, Composable Architecture, GoogleMaps, Factory, Singleton, Abstract.

**Programming Languages:** Swift, Objective - C, C, C++, SQL. **Spoken Languages:** English, French - B2 level, Hindi

**Tools:** Xcode, Swiflint, Instruments, Simulator, Testflight, Firebase, RemoteConfig, OneSignal, WebEngage, Mixpanel, Amplitude, AWS, Postman, Git, Zeplin, SF Symbols, Xcode Cloud, Spline, Fastlane, REST API, Docker, Nginx, Codemagic, Swift Package Manager, Cocoapods, App Store Connect, Jira, Bitbucket, Asana, Notion, Trello, Canva, Microsoft Office, Visual Studio.

## ACHIEVEMENTS

7k downloads and 20+ 5 star ratings on the app store with pure ASO, no marketing.

## CERTIFICATES

Udacity - iOS Developer Nanodegree, Hackerrank - Problem Solving (Basic & Intermediate)